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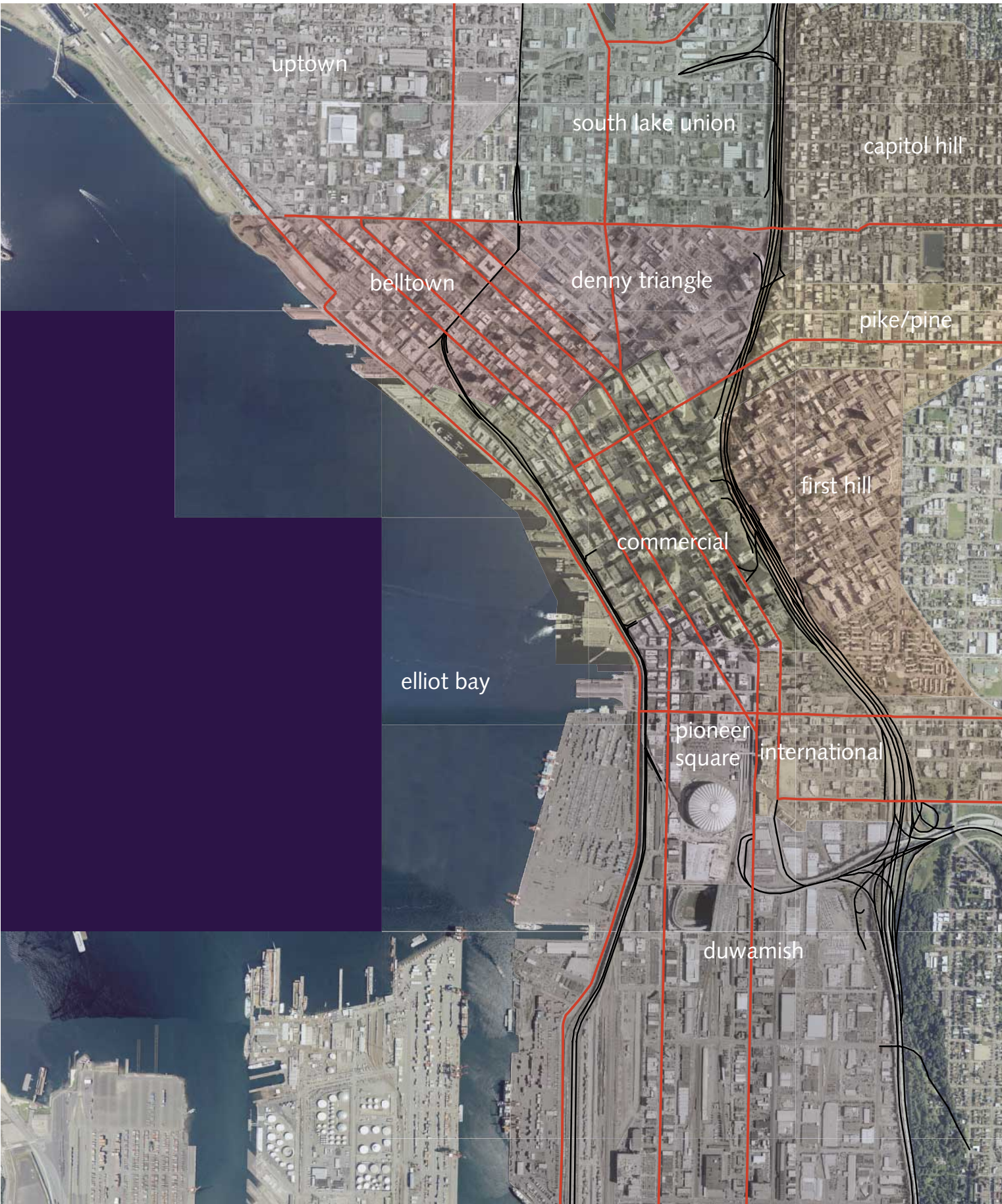
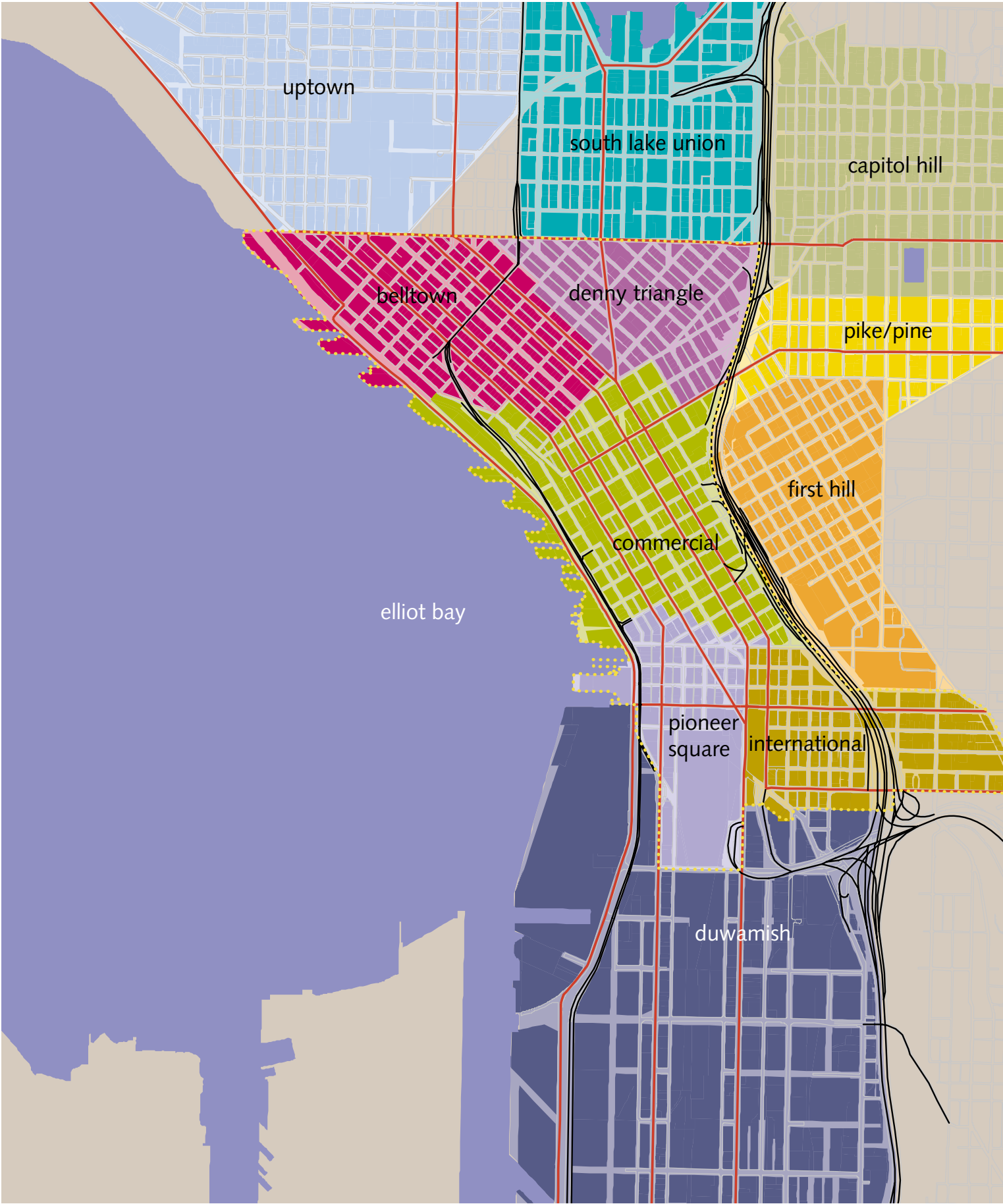
Maps & photos

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Observations

Maps & photos

Seattle Map Inventory (included separately)



<div><div><div>draft 3</div><div>100% ready</div></div></div>		<div><div>seattle wayfinding system</div><div>introduction</div></div>	<div>04.17.2003</div>
<div><div><div>Introduction</div><div><p>In August, 2002, Sea Reach Ltd. was contracted by the City of Seattle to conduct Phase II of the Center City Wayfinding Project. This document presents a summary of our work on Task I of this phase (research). It presents Purpose (our goals and guiding principles), Procedure (our methods), Data (information gathered), and Conclusions (our recommendations).</p><div><div>Purpose</div><div><p>The overall goal of the Center City Wayfinding project, Phase II, is the creation of “a manual of design guidelines that will serve as a framework for wayfinding in all Seattle neighborhoods” (Center City Wayfinding Phase II Scope of Work, 5/2002).</p><p>Sea Reach has approached this project with two primary goals:</p><ul style="list-style-type: none">• To design a wayfinding system for pedestrian, bicycle, and vehicular traffic in Seattle Center City, directing people in and out of the city, around the city, and to destinations effectively, comfortably, and confidently.• To develop a set of guidelines for the Center City and Neighborhoods that will support and enhance the overall wayfinding system. These guidelines will be intended to streamline efforts between neighborhoods and to standardize location, height, viewing distances, etc.—while retaining individual neighborhood identities.<p>To achieve these goals, it was essential to begin by gathering information: compiling maps, databases, and regulations from the City of Seattle; inventorying neighborhoods, destinations, existing signage, maps, brochures, and information stations; meeting with and interviewing stakeholders; and compiling this information into a central database. This research phase is referred to as Task I.</p><p>The baseline information gathered during Task I will be the foundation on which we create recommendations for the Center City Wayfinding System.</p></div></div></div></div></div>	<div><div><div>What is Wayfinding?</div><div><p>Wayfinding is the process of navigating an unfamiliar environment; for example, visitors new (or relatively new) to Seattle must use wayfinding as they move from destination to destination. The process of wayfinding comprises two distinct phases: decision-making (forming a plan for travel), and decision-executing (actively traveling).</p><p>Wayfinding systems are designed to assist travelers in both the decision-making and decision-executing phases of their journeys. A traveler in a new environment needs to know the location of her/his destination, her/his own location relative to that destination, and the overall layout of the environment. Well-designed systems make this information clear through architecture, sign placement, graphic design, and text.</p><p>While many people equate “wayfinding” with “signage,” the two are not synonymous. A wayfinding system is a system of navigation, while signage is the means of delivery for part, but not necessarily all, of that system.</p><p>(Wayfinding definitions [paraphrased] from signweb website)</p><div><div>Procedure</div><div><p>In the original Scope of Work (5/2002), we were asked to complete the following subtasks during the research phase:</p><ul style="list-style-type: none">• Review the pilot project• Inventory current City databases• Review existing sign regulations• Identify problem areas and opportunities• Coordinate final use of the data<p>As we planned our work for Task I, we came to realize that to complete our research, and to have the best possible data set from which to work, we would need to take a more intensive, field-based approach than had been anticipated. We (and the City) had thought that our work under b) above would consist primarily of compiling already-available data.</p></div></div></div></div></div>	<div><div><div>However, spurred by to a lack of thorough and current City data on existing signage, we felt that our first and most important subtask within this phase would be to complete an intensive, on-site survey of the Center City neighborhoods. Through this survey—which would document directional signage, thematic elements, and neighborhood architecture and identity elements as well as current wayfinding information—we would come to know the character of each neighborhood, and observe first-hand its traffic patterns, destinations, and routes. We would emerge from the process with a database that was thorough, concise, and tailored for use during the design phase.</div><div><p>Accordingly, we re-organized and augmented the subtasks listed in the Scope of Work. This new list of subtasks appears below.</p><div><div>Neighborhood Inventory</div><div><p>Staff: Susan Jurasz, Peter Reedijk, Catherine McCoy, Katherine Hocker, Katie Butowicz</p><p>This was the largest piece of our research effort: fieldwork to create the foundation on which our design recommendations will be based. Our goal in this subtask was not just to compile a database of existing signage, but to document each neighborhood's unique flavor, as well as its traffic patterns and its major destinations.</p><p>Field research teams consisted of one photographer, one or two data-recorders, and a mapper. The photographer was responsible for taking digital photos of signs, architecture, thematic elements according to our established categories (see below). The data recorders noted the location, subject, and category of each photograph, and took notes on the general character of the neighborhood. The mapper recorded the location of each photograph.</p><p>We began each neighborhood session by driving the perimeter, noting major entrances and looking for visual clues (architecture, signage, businesses, artworks, etc.) that give the visitor a sense that s/he is entering an area with a distinct character. We photo-documented each intersection.</p></div></div></div></div></div>	<div><div><div>Next, we walked the grid of streets within the neighborhood in the direction of traffic (where applicable), photo-documenting according to the following categories:</div><div><p>After each field session, we entered all of the neighborhood data into our database, labeling and linking photographs and information to the GIS map. We also wrote 1-2 page narrative descriptions of the neighborhoods for our own future reference.</p><div><div>Findings</div><div><p>(not included in this draft)</p></div></div></div></div></div>

Review of Work to Date

Staff: Susan Jurasz, Peter Reedijk, Catherine McCoy
We reviewed the Phase I suggestions and solutions, the Duwamish Wayfinding Plan, and the Blue Ring study, as well as Sounder/transit wayfinding. Details on these studies are listed below:

Downtown Wayfinding Project, 1998

Purpose: Wayfinding effort, Phase I

Client: City of Seattle

Jeff Bender
Project Manager
Citydesign
600 Fourth Avenue
Seattle, WA 98104
206-684-8837 (ph)
206-233-3887 (fax)
Jeff.Bender@ci.seattle.wa.us

Consultants:

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206-292-9640 (fax)
kn@nakanodennis.com

Maestri (Paula Rees)
217 Pine Street – Suite 1200
Seattle, WA 98101
206-622-4322 (ph)
206-622-6043
maestri@oz.net

Two Twelve Harakawa (David Gibson)
596 Broadway, Suite 1212
New York, NY 10012
212-925-6885
212-925-6988
dgibson@twotwelve.com

Jon Bentz Design (Jon Bentz)
14722 65th Avenue West
Edmonds, WA 98026
425-745-2951 (ph)
435-741-0301 (fax)
jonbentzdesign@sprintmail.com

The Blue Ring: Connecting Places, 2002

Purpose: Connecting Seattle's open/green spaces.

Client: (inhouse project)

John Rahaim
Executive Director
Robert Scully
Project Manager
Citydesign
City of Seattle
700 5th Avenue, Suite 2000
Seattle, WA 98104
206-615-1349

Duwanish Wayfinding, 2002

Purpose: Improved traffic signage and pedestrian wayfinding in Duwamish

Client: Metro Transit Division

Department of Transportation
Mike Stanaszek, Project Manager
201 South Jackson Street
Seattle, WA 98104-3856
Phone: 206-684-2045
email: micheal.stanaszek@metrokc.gov

Consultant:

Heffron Transportation, Inc.
6544 NE 61st Street
Seattle WA 98115
206-523-3939

Sound Transit, 2002

Purpose:

Client:

Sound Transit
Lana Nelson
Project Manager for Accessibility/ADA/Signage
Micheal Miller
Project Coordinator for Mobility Initiative
Union Station
401 S. Jackson Street
Seattle, WA 98104-2826
(503) 579-3941

Consultant: need to find out

Highway Signage

Staff: Susan Jurasz, Peter Reedijk, Catherine McCoy
We drove highways I-5, 99, and 90 into the city, from each direction. Along the highways, we documented all directional signage that related to the Center City and its neighborhoods. We took each city exit from these highways, then documented directional signage on first and second intersections from each exit, assessing the helpfulness of directional signs once the visitor has left the highway. Our highway signage data was entered into the GIS database along with the neighborhood inventory data.

Collecting City Data

Staff: Susan Jurasz, Peter Reedijk, Catherine McCoy
We collected current wayfinding data from the City of Seattle: copies of existing sign regulations and a matrix showing an inventory of type and location of directional signs in Center City neighborhoods. The sign regulations will be considered as part of the design phase of the project; the inventory matrix formed a starting point for our neighborhood inventory (see below). From the City, we obtained GIS database of streets and aerial photographs that became the basis for our neighborhood inventory database

Tourist Information/Map Survey

Staff: Susan Jurasz, Peter Reedijk, Katie Butowicz
We visited city websites, the Chamber of Commerce, visitor information stations, rental car agencies, and train depots to collect brochures, pamphlets, and maps of the city. We collected over 20 commonly used (and distributed) Seattle maps and reviewed them for the following information:

- Destinations listed
- Neighborhoods identified
- Orientation (N/S, around I-5, etc.)
- Identification of Center City area

We interviewed staff at Visitor Information at the Convention Center and Pioneer Square, and spoke to:

Marilee Amendola, Visitor Information Manager
Seattle Convention and Visitors Bureau
520 Pike Street, Suite 1300

Seattle, WA 98101
206-461-5840

Findings: There are two or three maps that are consistently the most useful and popular for tourists arriving in Seattle. All three of these are commercially produced, and heavy on advertising.

Dick Ingels privately produces the most commonly used map and supports the updating a printing through advertisement.

The maps are distributed by a single company throughout Seattle to hotels, visitor centers, ferry terminal, etc. The map or item must be “certified” to be distributed. Contact Weldon Vittitow (253) 872-6577 (not certain how to be certified)

Where Map Company
Where Magazine

Parking

Staff: Susan Jurasz, Peter Reedijk, Catherine McCoy
We used two contemporary city produced brochures to verify and map parking areas, and to provide a parking “layer” for our database. These are:

- 1) How To Park In Downtown Seattle (2000 Edition) Copyright Downtwon Seattle Association 206-623-0340

This map identifies surface parking lots, garage parking lots, and CityPark lots. It lists 58,000 . . . parking spaces.
- 2) Where to Park in South Downtown (2000- . . . 2001 Edition)

We met with:

Mary Catherine Synder,
City of Seattle
Strategic Planning Office
Transportation
206-684-8110
email: marycatherine.snyder@ci.seattle.wa.us

Ms. Snyder said the two maps we were using were the most “accurate” and the only available

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<p>information. She gave us the following parking studies for support materials. She told us that there was no comprehensive GIS layer available.</p> <p>We collected and reviewed the following parking studies:</p> <p><i>Seattle Parking Management Plan, 2002</i> Purpose: To evaluate the City's current on-street parking management</p> <p>Client: City of Seattle Strategic Planning Office 600 4th Ave, Room 300 Seattle WA 98104</p> <p>Consultants:</p> <p>Heffron Transportation, Inc. 6544 NE 61st Street Seattle WA 98115 206-523-3939</p> <p>Berk & Associates 120 Lakeside Avenue Suite 200 Seattle, WA 98122 206-324-8760</p> <p><i>Parking Tax Analysis, 2002</i> Purpose: An assessment of the potential implications of implementing a commercial parking tax in the City of Seattle.</p> <p>Client: City of Seattle Strategic Planning Office 600 4th Ave, Room 300 Seattle WA 98104</p> <p>Consultant:</p> <p>Berk & Associates 120 Lakeside Avenue Suite 200 Seattle, WA 98122 206-324-8760</p> <p><i>Parking Inventory for Seattle and Bellevue, 2000</i> Purpose: Inventory of all off-street parking for downtown Seattle and downtown Bellevue, including occupancy rates and costs to park per 2</p>	<p>hours, per day, and per month.</p> <p>Client: City of Seattle Strategic Planning Office 600 4th Ave, Room 300 Seattle WA 98104</p> <p>Copies:</p> <p>Puget Sound Regional Center Information Center 1011 Western Ave Suite 500 Seattle, WA 98104-1035 206-464-7532</p> <p>Consultant: does not mention name</p> <p><i>Comprehensive Neighborhood Parking Study, 2000</i> Purpose: To help citizens, elected officials, and staff develop comprehensive solutions for neighborhood parking issues</p> <p>Client: City of Seattle Strategic Planning Office 600 4th Ave, Room 300 Seattle WA 98104</p> <p>Consultant: does not mention name</p>	<p>Phase I Pilot Kiosk Review Staff: Katie Butowicz Sea Reach conducted a study of the status of the 28 pilot kiosks from Phase I. She visited and photographed each kiosk, observed and interviewed pedestrians using kiosks, and created a matrix that included information on installation, vandalism, maintenance, and effectiveness for each of the kiosks.</p> <p>Maintenance Staff: Susan Jurasz, Peter Reedijk As the DOT sign shop had not been directly involved in the Phase I process, they had been unable to comment on the production of signage that they would be responsible for maintaining. We met with them to bring them into the Phase II process, and to ensure that their maintenance and manufacturing capabilities are considered during the design process.</p> <p>Bike/Bus/Train/Ferry Wayfinding Staff: Susan Jurasz, Peter Reedijk, Catherine McCoy We did some bicycling, rode the Metro buses downtown throughout the Free Zone, took the ferry in and out of the waterfront, and visited the Amtrak station at the International District.</p> <p>As we explore these routes, we keep these questions in mind:</p> <ul style="list-style-type: none">• How effective are the current route maps?• Are all major decision points well-signed?• Does a traveler get confused or lost?• How does the route interface with other traffic?• Does a traveler get a sense of individual neighborhoods?• Are there Downtown Seattle or City Center signs?• Are there ways to improve the experience? <p>Wayfinding Systems from Other Cities Staff: Katie Butowicz We have done some research on other cities' wayfinding systems as part of our research phase; we will do more as part of the design phase.</p>		

sea reach ltd • research phase • introduction

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Identifiers



Thematic



Architecture/Streetscapes



Wayfinding



Next



Directionals

Researching the City
As a method for getting to know Seattle, we walked the streets in each neighborhood and documented via photography, maps and field notes the following information:

Intersections /Entrance
All intersections that represent entrances into the neighborhood. These areas are documented for two reasons: 1) to see what identifying features currently exist to inform a driver or pedestrian that they are entering a neighborhood, and 2) to provide a photographic base for the design at in the future.

Identifiers
Any time the neighborhood name appeared as a building name, a business, a banners, mural, etc, we photographed and logged it as an “identifier.” Some neighborhoods were loaded with identifiers, such as Belltown, Uptown/Queen Anne, or Waterfront. Others were not well identified—for example, there was nothing in Commercial Core that said “Commercial Core.”

Thematic
Elements that appear to be part of the neighborhood, but do not say the neighborhood name explicitly. These may be consistent architectural elements and/or thematic elements such as public art (stone benches, sidewalk textures: logs, construction lamp hangers) — they must be found only in that neighborhood.

Architecture/Streetscapes
Sometimes the architecture or landscape sets the “tone” or “feeling” of the neighborhood. This is particularly true for areas like Pioneer Square where the age of the area is apparent in the style of the buildings and the cobblestone streets. The International District is obvious because of its architecture and streetscapes—much of the signage is bilingual—large Asian letters advertise most of the businesses and many of the buildings reflect the heavily tiled colorful roofs and ornate facades common to China.

Wayfinding
This category is different from directionals listed below—this wayfinding category includes all signage offering primarily pedestrian map information or directions within a distinct area. Generally this signage is privately designed and produced and does not follow standards.

Next
We abbreviated this category with the word “next.” This is in reference to neighboring neighborhoods. Anytime a neighboring neighborhood was advertised or identified, we made note of it. For example, in Belltown, there was a directional to Queen Ann on Western and there were several entrances to the Waterfront along Elliot Ave.

Directionals
All vehicular directionals, generally produced by the department of transportation.

Potential
We photographed sites for ancillary or supportive wayfinding information within each neighborhood. This category will be explored more thoroughly in during design.



Belltown Neighborhood Notes

September 20, 2002
11:00 am to 12:30 pm
2:30 pm to 4:00 pm

Susan Jurasz, Peter Reedijk, and Catherine McCoy

We walked from the Olympus (2801 Western) to Elliott Ave, Elliott Ave to Western Ave (northwest) and then back down Elliott Ave to Western (southeast), circled the Lenora and Virginia block and came back on Western Ave (northwest). At Denny, we walked up two blocks, so that we would be walking with traffic flow, and walked down 2nd Avenue going toward city center (southeast). At Stewart we walked toward the water (west) and came back on 1st Ave. We ended our tour at Denny. It took three hours and three people to document half of Belltown.

October 1, 2002
12:30 pm to 3:15 pm

Peter Reedijk, Susan Jurasz, and Catherine McCoy

We walked back and forth on the numbered streets beginning from where we had left off (First half we walked Elliot, Western, 1st, and 2nd.) Today, we walked 3rd, 4th, 5th and 6th. Beginning from the Olympus (2801 Western) we walked up to Broad and 3rd. We walked 3rd toward Denny and then turned back to walk the length of 3rd (within the neighborhood) toward commercial core to Stewart and continued back on 4th. At Denny we turned went up to 5th and walked under the monorail to Virginia. Then to 6th. We walked 6th to Denny and finished the neighborhood.

Summary

Belltown feels like a residential neighborhood. While there are shops and restaurants along 1st Avenue, the area is predominately apartment buildings—most of them new or recently remodeled. The neighborhood feels inviting and appears to offer safe, relatively upscale places to live. There is a sense of community.

As the Belltown perimeter nears the border with Commercial Core (Virginia and Stewart) the “sense of place” changes significantly and the buildings, businesses, and street front appears older, dirtier, and less inviting. The feeling is that this area is a no-man’s land. A border between neighborhoods (which ironically it is). This is also the case along 6th Avenue.

Overall Belltown is surprisingly well marked. There are at least thirty businesses that use Belltown or Bell in their name and banners identifying Belltown are well-distributed throughout the entire neighborhood. There are some interesting thematic elements such as custom lamp posts and artsy concrete benches, but these are only useful as identifiers to pedestrians and may not actually be noticed unless someone is either actively looking at local architecture or walked in the Belltown on a regular basis.

Observations

Elliott Ave

At the northwest end of Elliott, there is the PI Globe—a prominent landmark. Elliott is a primary connector to Industrial area where Elliott merges with Western. This end of Belltown borders Uptown (signs point to Queen Anne) and Seattle Center. We did not see any Seattle Center directionals, but the space needle is clearly visible.

There is a vehicular “gateway” to the waterfront from Elliott at Broad Street. It is marked with green highway signage (WSDOT).

At the southeast end of Elliott the avenue angles away from the waterfront and runs under state route 99. There is an entrance onto SR 99 just before Elliott connects with Western Ave and Pike Place near Pike Place Market.

Along Elliott, the prominent businesses include: Real Networks, International Conference Center, Seattle Art Institute, and Microsoft.

Elliott Avenue appears to be an important vehicular thoroughfare. Vehicles travel fast and there are two lanes of traffic traveling each direction (four lanes). There are, however, also some important pedestrian connections to the waterfront.

At Bell Street (and Elliott), a large pedestrian overpass (The Bell Street Bridge) leads to the cruise ship docking facility. Here there is an elevator and a stairway down onto the waterfront (Alaskan Way). This overpass is a “Gateway” in to the Waterfront area and the entrance of the bridge is clearly identified with four columns and two interpretive kiosks (with maps) matching the Waterfront Wayfinding system.

Wayfinding notes:

The boundary of Belltown neighborhood identifies the



waterfront as part of Belltown. Yet it is also obvious that the Waterfront is a destination that stands alone. The Bell Street Bridge “gateway” creates an interesting dilemma the area is signed with the Waterfont signage system, however, Belltown also has a strong historical presence along this stretch of waterfront. Pier 66 is called Bell Street Pier and it is clearly labeled. There is also the Bell Harbor International Conference Center, Bell Street Dinner (Anthony’s), Bell Street Deli—all business that reflect Belltown. The interpretive kiosks here present some of the history of Belltown area.

There is another pedestrian link to the Waterfront at Lenora Street. This link enters under State Route 99 and is less visible from the Elliott than Bell Street. (It may be more visible on the Waterfront along Alaskan Way) This pedestrian connector it is marked with Waterfront signage similar to the Bell Street Bridge connection (two columns) (did not photograph).

As you continue up Elliott Avenue on to Western Ave, you see Belltown Banners for the first time. To the right (toward the Market) along Western (between Lenora and Virginia) there are Belltown Banners and West Edge Plaques on the same light poles (one on top of the other)—implying a border dispute.

There is a vehicular “gateway” to the waterfront from Elliott at Broad Street. It is marked with green highway signage (WSDOT).

Western Ave

(walking with direction of traffic toward Seattle Center – 4 lanes) There were banners along Western Avenue. The Belltown banners are green, yellow, and blue. (They say Belltown and advertise belltown.com, which we checked out – the web site has a history of belltown and plans for development including a movie depicting the P-patch garden area undergoing some significant enhancements.) Western is predominately “secondary businesses” (need a purpose to go there). Cort (rental) Furniture, Art Supplies, etc and residential—apartment and condos are the primary tenants. At the northwest end, several new, large, luxury apartment complexes are under construction.

Western Ave also has a Latino day-worker “pick-up” area (between Battery and Bell), so the sidewalks are often full of people waiting. There are also some “hang-outs,” such as near the Million Dollar Club.

Wayfinding notes:

At the northeast end of Western (as it crosses Denny) there is a directional to Queen Anne.

1st Ave

(walking with direction of two-way traffic toward Seattle Center – 4 lanes) First Avenue feels is visitor’s destination in this community. The street on both sides is lined with intimate restaurants and patrons enjoying themselves—some even at tables outside along the sidewalk. There is a festive atmosphere. The shopping ranges from moderately expensive brand names like the Gilbert Shoes and Patagonia to funky clothing shops. Designer furniture and accessory stores provide some interesting great window shopping.

Also along First Ave are some interesting concrete benches. There are at least a half dozen unusually shaped, whimsical benches on both sides along the avenue. These benches appear to be thematic to this neighborhood.

Wayfinding notes:

Belltown banners were well displaced on both sides of the road and there were many business and building names that reinforced the Belltown identity.

2nd Ave

(walking toward commercial core – two way traffic) An island covered in trees, shrubs and blooming flowers in the middle of Second Ave (as you enter from Denny Way) suggests that this area is a “green street.” The sidewalks here are wide and inviting.

Wayfinding notes:

Thematic light fixtures (some with Belltown signs) are featured all along Second Ave—on both sides. Unfortunately due to the trees, these fixtures are often not visible, and the inspiration for design is unclear. (We assumed that the theme related to the history of Belltown, but even after researching the Belltown web site, and reading the interpretive panels on the Bell Street Bridge, we could not figure out what the design for these elements symbolize)

As part of this “thematic” design, there are also some areas along the sidewalk which display reddish pavement inserts. These areas have the texture and shape of logs. We assumed that there must be a logging or timber significance to Belltown. (True for most Pacific Northwest communities.) We also found one unusual bench, that also appeared to be part of this construction theme. None of these elements, other than the

signs that actually say “Belltown” are clear as identifiers for the community.

3rd Ave

(walking toward commercial core – two way traffic)
Third Avenue has some a series of thematic elements that are only found along this street. Some of the elements contain street lights, some are signs that say Belltown and some contain clocks.

4th Ave

(walking with direction of one-way traffic toward Seattle Center – 4 lanes) This is an arterial leaving the downtown area. It well marked with banners. Mostly residential with some nice resturants. The lights along here are thematic—they stand out as unique to this street.

5th Ave

(walking toward commercial core – one way traffic, 3 lanes + monorail) The monorail track is elevated and runs down the center of Fifth Ave. This does not seem to affect the vehicular or pedestrian traffic along this street. In fact, there are a surprising number of motels along the northwest side of Fifth Ave.

6th Ave

(walking with direction of one-way traffic toward Seattle Center – 4 lanes) Sixth Avenue is clearly a boundary. It is fairly non-descript. It feels like a transition zone, there are no banners or Belltown identifiers.



2 denny east/second



2 denny west/second



3 denny/broad



3 denney/broad (2)



4 elliot/broad



5 fifth/denny



7 first/stewart



8 fourth/denny



9 fourth/stewart



10 third/denny



11 third/stewart



12 western/denny



13 first/denny



13b first/denny



14 elliott/western



14b elliot/western



15 looking up western



16 blanchard/elliott/15



17 western/lenora



18 western/battery



19 sixth/bell



20 sixth/wall

x.x



1.53



1.56



1.67



1.17



1.34



1.36



1.37



1.38



1.42



1.43



1.44



1.45



1.54



1.66



1.68



1.76



1.77



1.87



1.98



1.103



1.104



1.105



1.110



1.111



1.112



1.121



1.122



1.123



1.127



1.128



1.130



1.131



1.133



1.134



1.136



2.19



2.20



2.22



2.24



2.27



2.30



2.52



2.68



1.76



1.77



1.87



1.91



1.92



1.93



1.95



1.96



1.97



1.101



1.102



1.111



1.112



1.124



1.125



1.129



1.132



1.137



1.138



2.25



2.26



2.87



1.25



1.88



1.89



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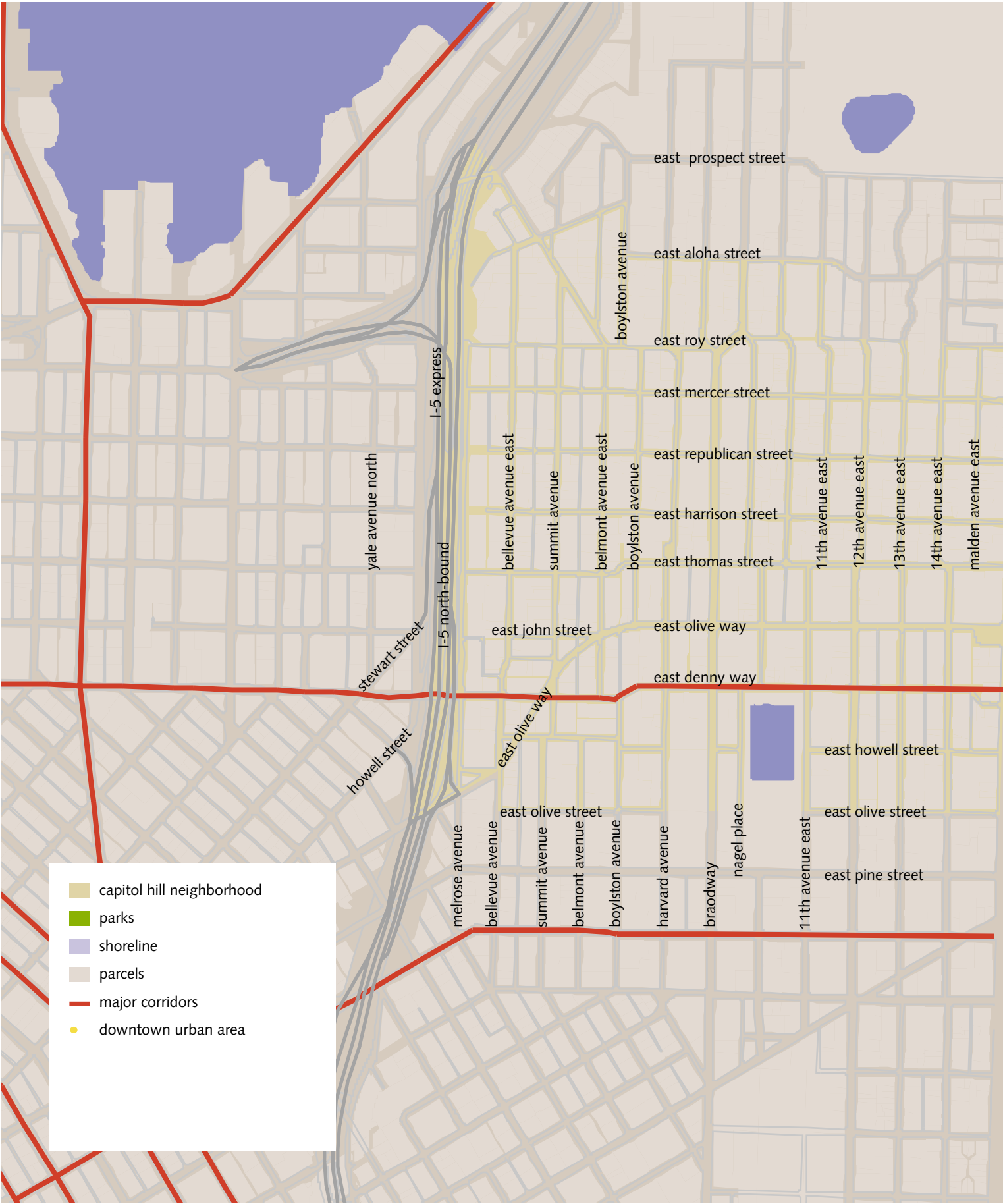
3.24



3.25 same type of sign as 3.2



4.144



Capital Hill Neighborhood Notes

January 8, 2003
4:30-5:30 PM
1/9/03
1:00-2:30 PM

Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

We documented the section of Capitol Hill neighborhood that lies within the Center City boundary: bordering streets are Belmont, E. Roy, Broadway, E. Olive Street, E. Olive Way, and Melrose Ave. E.

We began by driving the perimeter and photographing entrances. Due to fading light, we quit for the evening. The following afternoon, we drove the interior streets in a N-S grid pattern, and finished by driving down Broadway from Roy to E. Olive Street.

Summary

Away from the commercial thoroughfares of E. Olive Way and Broadway, Capitol Hill is almost exclusively a residential neighborhood. Housing is mostly apartment buildings and larger houses converted to apartments. Quality of housing is generally fairly high, though some of the apartments seem small and rundown. Architecture varies from modern condominiums along Melrose Ave. E. to older brownstone apartment buildings and large Victorian bungalow-style houses along Summit, Belmont, Boylston and Harvard. Streets are narrow, and few buildings are taller than 5 stories. Some of the streets are quite steep.

E. Olive Way has some small businesses: bookstores, boutiques, corner groceries.

Broadway is the commercial heart of Capitol Hill. It has a very strong “alternative” flavor reminiscent of Haight-Ashbury in San Francisco. It is also the only street in our survey area that featured thematic or identity elements (“Broadway” and “fringe” banners, tiled sidewalk mosaics, and distinctive streetlamps).

Observations

Perimeter and Entrances

The true boundaries of this neighborhood extend to the west beyond our survey area. The two true neighborhood boundaries that we surveyed were East Olive Street (and a short jog on Bellevue Ave and E. Olive Way), and Melrose Ave. E. (along I-5).

Denny Way is a major entrance to Capitol Hill from Melrose Ave.; it threads into the neighborhood through the expensive apartments and condos of the western edge Mercer, Belmont, and Thomas streets are minor neighborhood entrances from the west.

Eastern entrances include Bellevue (a triple entrance to E. Olive Way, Bellevue, and E. Olive Place), Summit, Belmont, Boylston, and Harvard. Broadway is by far the biggest and busiest entrance.

Interior streets

Almost all of the streets west of Broadway are residential, and most are apartment-type buildings. There is a pleasant, quiet, diverse feel to this neighborhood: textures of brick, wood, and stone, styles ranging from Art Deco to Victorian. Most buildings, yards, and sidewalks are clean and appear fairly well-maintained, although some appear a bit tired from years of apartment rental.

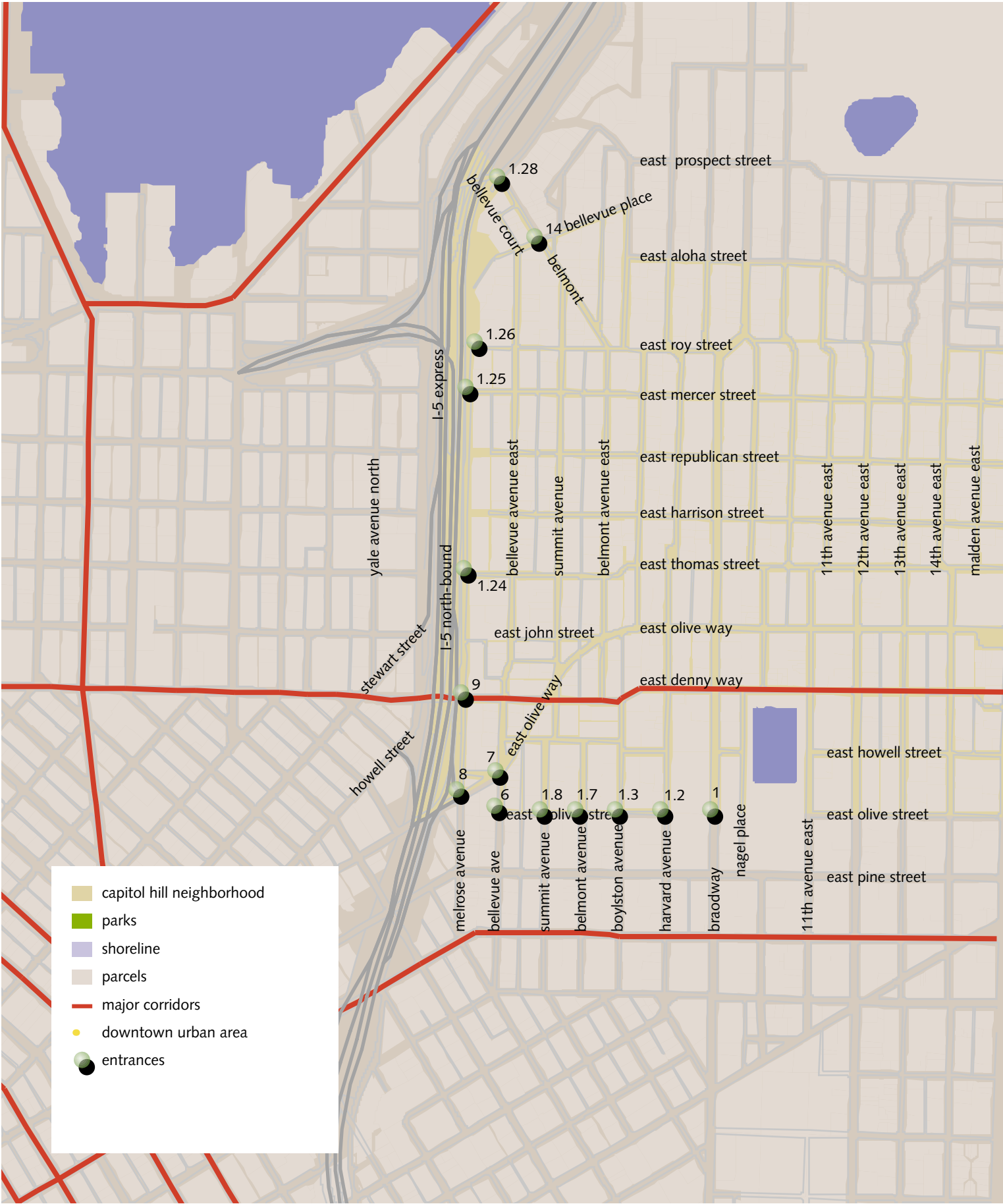
There are two tiny parks within the residential section of our survey area: Tashkent Park (on Boylston between Mercer and Republican), and Thomas Street Park (on Thomas between Bellevue and Summit).

Although a perimeter street for our survey, Broadway is actually a central street to the Capitol Hill neighborhood. Most of the businesses along Broadway are small: exotic restaurants, vintage clothing shops, gay/lesbian bookstores, and smoke shops. Several of these businesses have “Broadway” as part of their names, but few have “Capitol Hill”; exceptions include the Capitol Building at Broadway and Olive, Capitol Tobacco and Cigars between E. Olive Way and Denny, and Capitol Hill Noah’s Bagels between Thomas and E. Olive Way.

Seattle Central Community College borders Broadway at the southern end of the Capitol Hill neighborhood.

There are some thematic elements along Broadway. Distinctive lamps line the street from Howell to Harrison. A tile mosaic line is inset into the sidewalks on both sides of the street in the vicinity of E. Olive Way and Denny (building addresses are also inset in tile). “Broadway” banners and “fringe” banners (the latter are the same style that continues down into the Pike and Pine neighborhood) decorate intersections and mid-block areas.





1 olive st./broadway



1.7 belmont/olive way



1.8 summit/olive way



1.24 melrose at thomas



1.25 melrose/mercer



1.26 melrose/roy



1.28 belmont/mercer



2 olive/harvard



3 olive/boylston



6 olive/bellevue



7 olive/bellevue



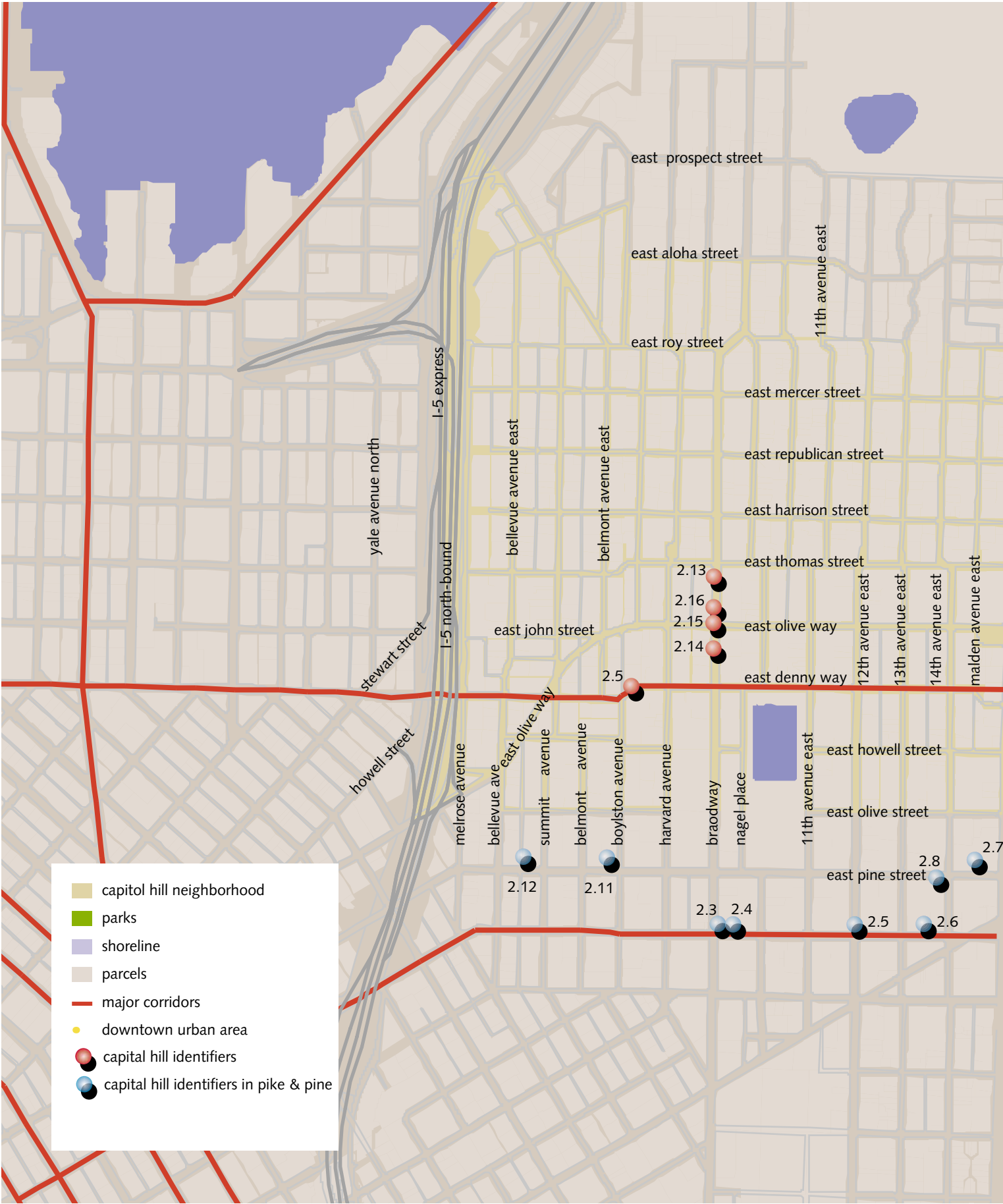
8 olive/melrose



9 melrose/denny



14 belmont/bellevue



2.5



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2.3 pike and pine, wayfinding & next



2.4 pike and pine, wayfinding & next



2.5 pike and pine, wayfinding & next



2.6 pike and pine, wayfinding & next



2.7 pike and pine, wayfinding & next



2.8 pike and pine, wayfinding & next

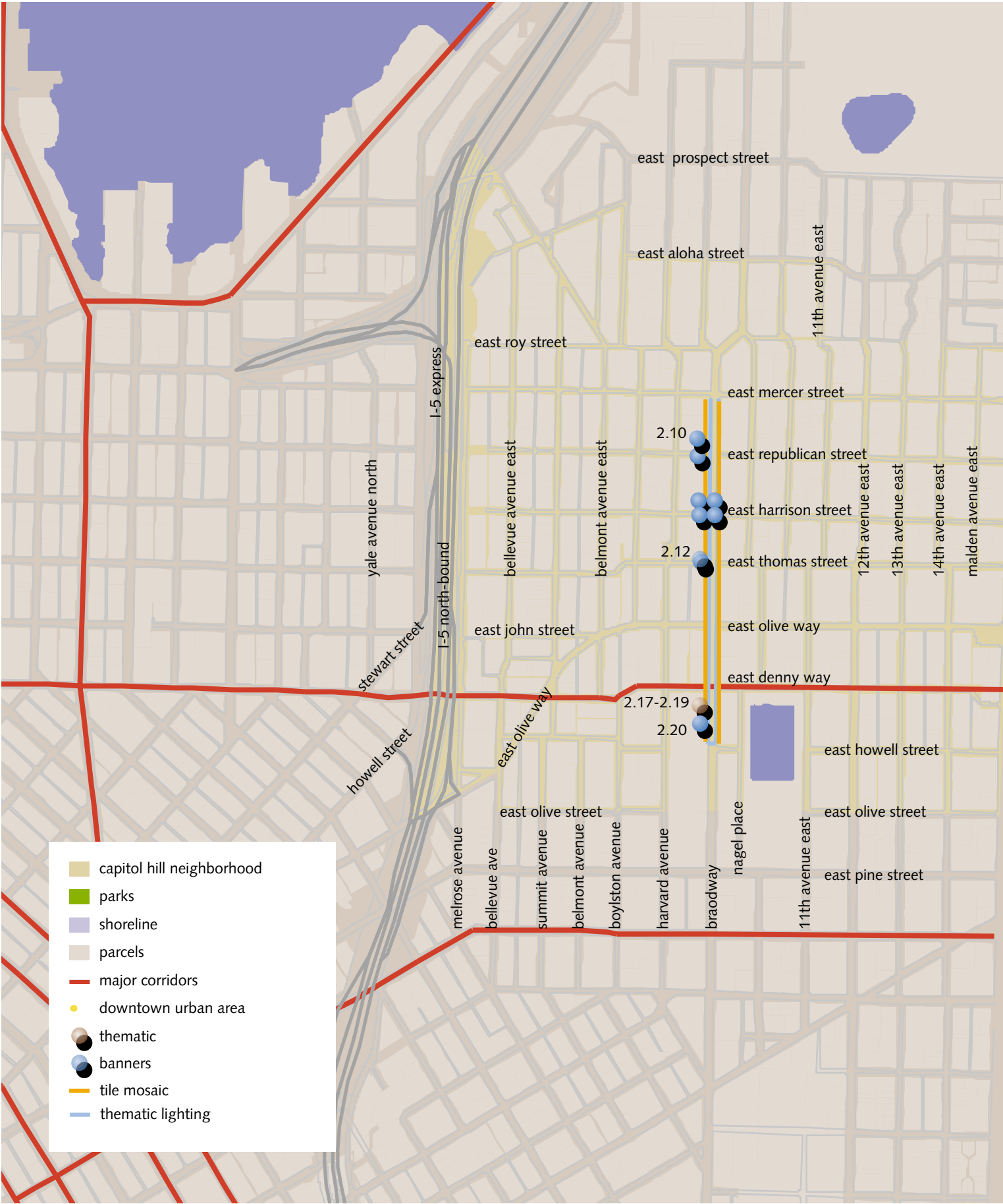


2.11 pike and pine, wayfinding & next



2.12 pike and pine, wayfinding & next





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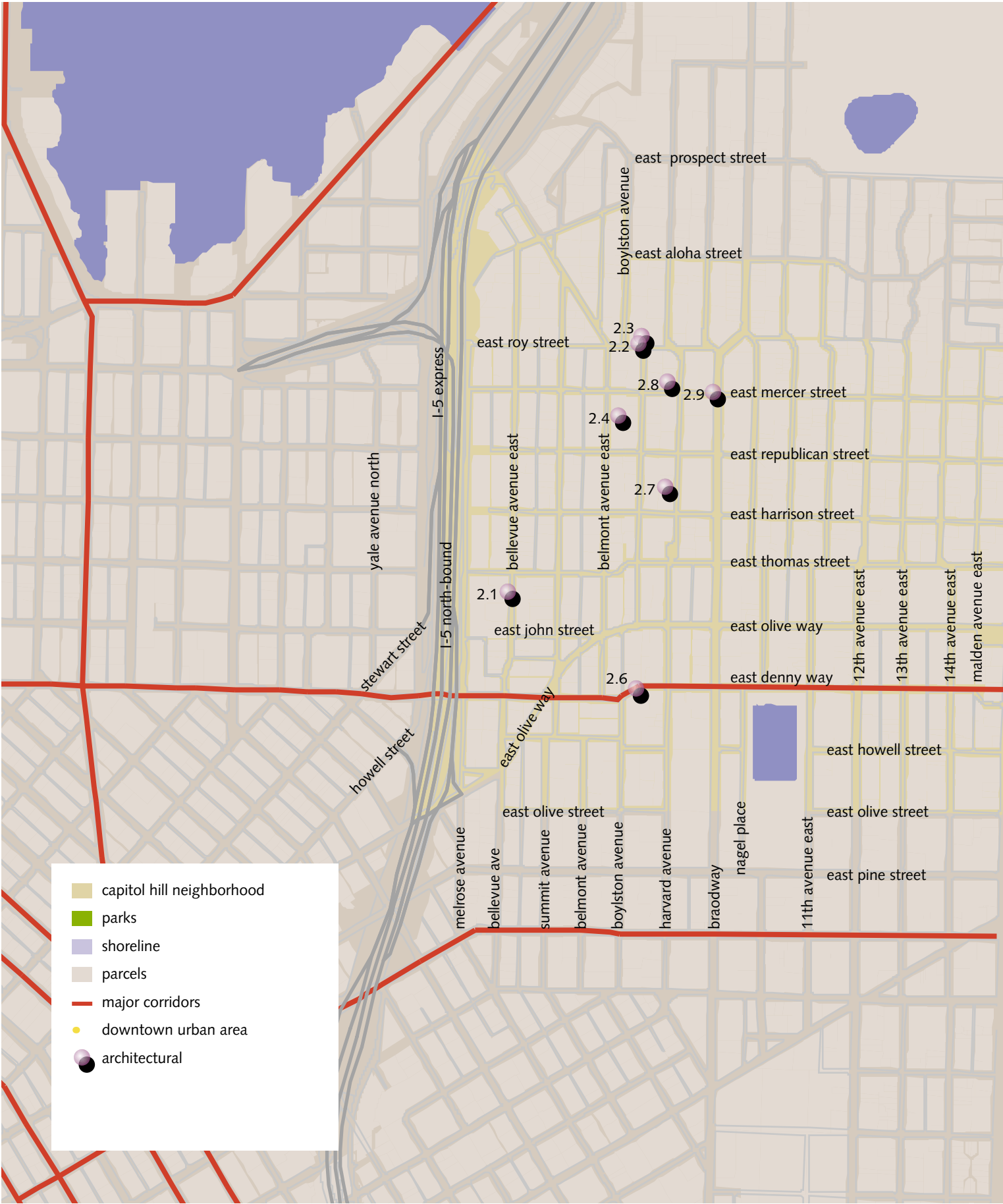
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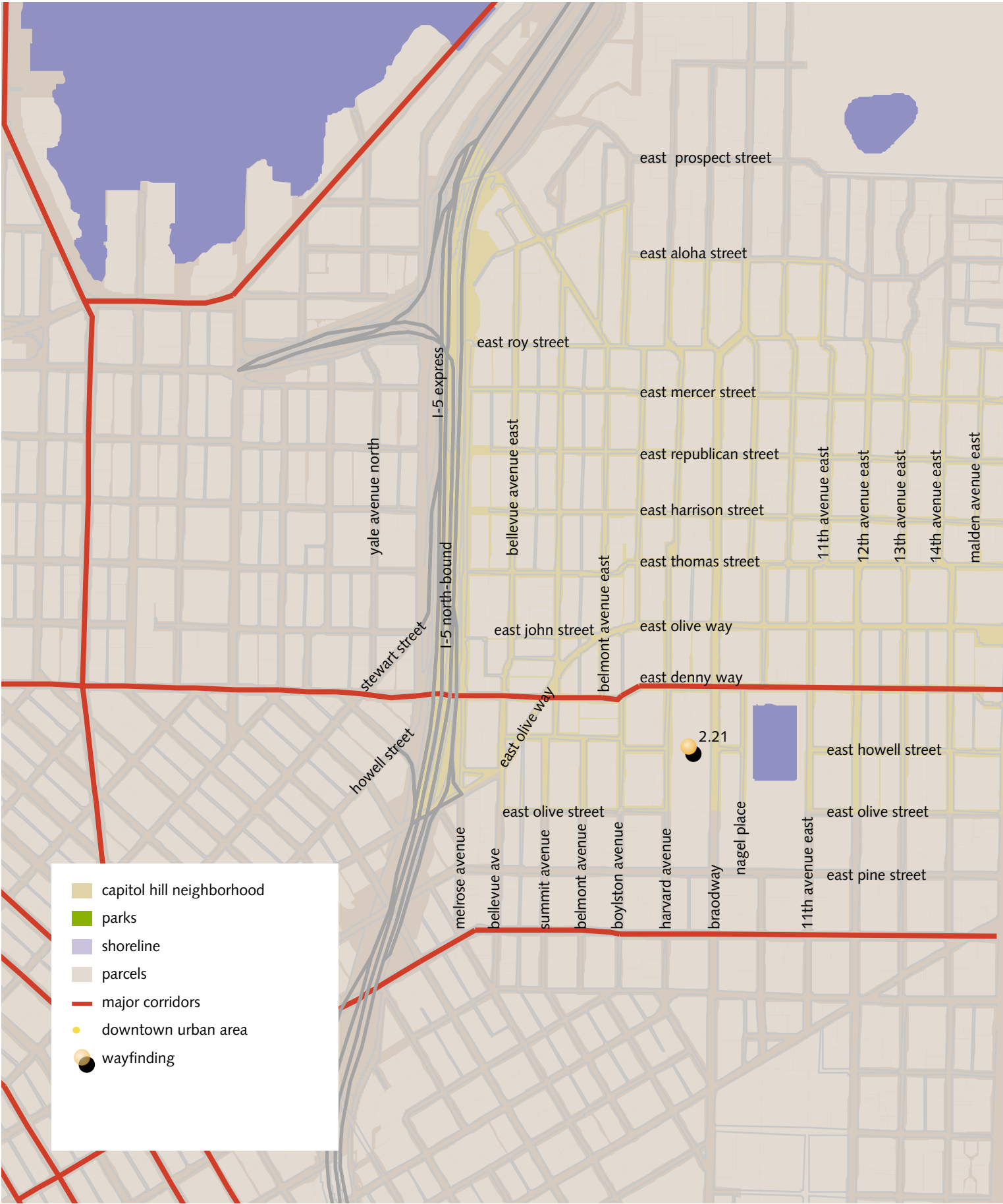
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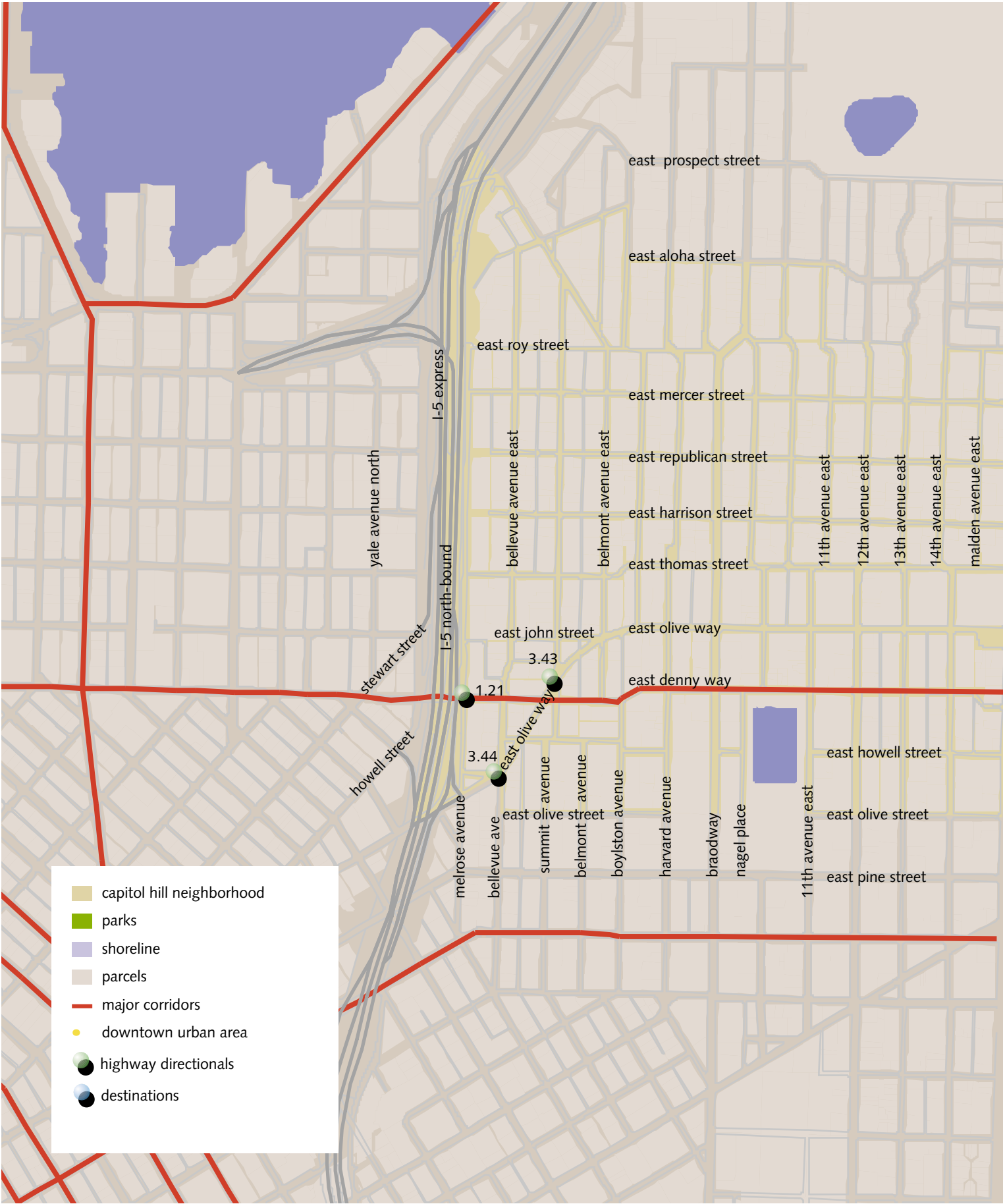
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Commercial Core Neighborhood Notes

October 14, 2002

Susan Jurasz, Peter Reedijk, and Catherine McCoy

Although the Commercial Core Neighborhood/District is designated as one large neighborhood, we walked and collected data in three distinct areas; the Retail Area, the Financial District, and the West Edge neighborhood.

Commercial Core had some banners, although most of the banners were designed to attract pedestrians and vehicular traffic to a retail area within the Commercial Core (i.e., “Rainier Square,” “City Center,” “Pacific Place”), or to bring attention to area attractions (Seattle Art Museum, Seattle Mariners baseball). Rather than to identify the neighborhood itself, the light fixtures appeared to be thematic (although somewhat consistent—generally two or three large bulbs on antique bases) throughout the entire core.

Observations

The Retail Area

The Retail Area is the Northeast quadrant of Commercial Core. It is bounded on the north by Olive Way, south by Spring Street, west by 3rd Avenue, and east by 8th Avenue. We started walking into the area from 9th and Pike Street walking under the Convention Center to 6th and Seneca Street. From 6th and Seneca we walked north along 6th Avenue to 6th and Union, where we circled the entire block of "City Center." We continued north along 6th to Olive Way, turned east and headed around "Pacific Place" then back west along Olive Way to 5th Avenue. We then walked south on 5th Avenue until we came to "Rainier Square," which we circled. After circling Rainier Square we continued south along 5th Avenue until we came to Spring Street. We then headed west one block to 4th Avenue and walked north along 4th until we came to "Westlake Center." We circled Westlake Center, walked around the intersection of Westlake, Stewart, and Olive Way, then proceeded south on 3rd Avenue to Spring Street. Once at 3rd and Spring we headed east on Spring to 6th Avenue, along 6th again to Olive Way where we ended the area at 7th and Olive Way.

The “Retail Area” is the major shopping area in the Commercial Core. There are large shopping centers scattered throughout with ‘big name’ consumer businesses and services offered (“City Center”, “Pacific Place”, and “Rainier Square”) – all dynamic entities on their own, with very separate and distinct

markers. Sidewalks were well designed for pedestrian traffic (very broad); awnings, mature trees and landscaping, potted and hanging plants, along with areas closed off to vehicular traffic. Throughout this area intersections are marked with brass street names in the sidewalk on the curb edge ("Union and Third"). There were also several custom manhole covers.

The Financial District

Working along a north/south axis we began the Financial District on 6th and Madison Street, walking south on 6th to Jefferson Street. Since 4th Avenue is a northbound one-way, we walked from 6th Avenue over onto 4th Avenue, then north along 4th to Spring Street. We then walked over one block and south down 5th Avenue, which is a southbound one-way. From 5th and Jefferson we walked over to 3rd and James and headed north on 3rd for one block.

The Financial District had very little in the way of identifiers, or thematic elements. Governmental agencies, banks, libraries, and other support agencies dominate this district. There were fewer trees and visual amenities in this area—a distinct change from the retail area.

The West Edge

Once again, wanting to follow a north/south axis (and predominantly one-way north/south avenues), we began the West Edge at Alaskan Way and University Street. We headed south on Alaskan Way to Columbia Street, over one block to Western Avenue. We walked north along Western Avenue to Western Avenue and Lenora Street. At that intersection we headed one block east to Lenora Street and 1st Avenue. We then walked south on 1st to Stewart Street, circled the block, and came back to 1st and Pine Street. Then south on 1st one block to 1st and Pike Street. Since 2nd Avenue is one-way we jumped over to 2nd Avenue, from 1st Avenue, and headed south to Cherry Street. We then jumped back over to 1st Avenue and headed north on 1st Avenue to Pike Street. At 1st and Pike Street we shifted over and walked along Pike Place.

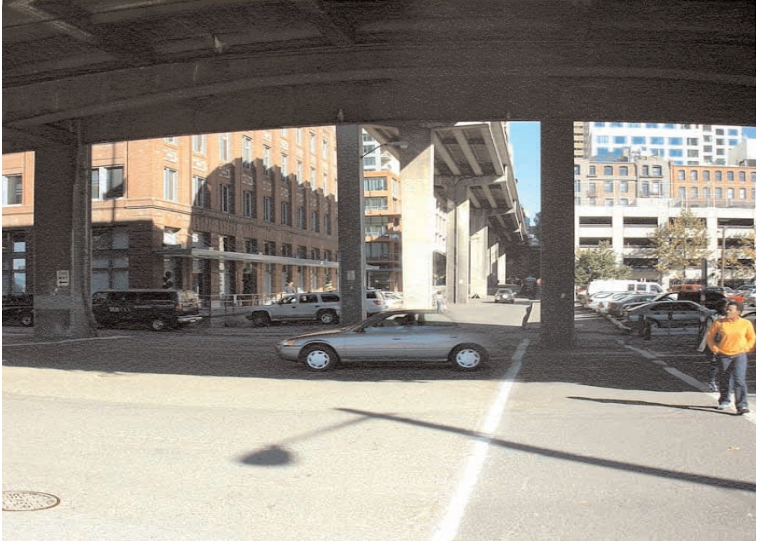
The West Edge is a neighborhood struggling for identity, in the infant stages of that process (certainly somewhere in between the Retail Area and the Waterfront). Small “banners” indicating “West Edge” heavily blanket the neighborhood. They are high up on light posts, small and often obscured by trees. Other than the banners, there are no other identifiers for West Edge or Commercial Core in the neighborhood.



Pike Place Market is a principal destination spot in this neighborhood (much like entities within the Retail Area), and appears to be separate, albeit 'within' (enveloped in) the West Edge neighborhood. Also along the West Edge neighborhood are many 'wayfinding' or 'next' elements pointing foot traffic to the Waterfront. Building occupancy varies considerably from residential to commercial. Within the neighborhood are significant destination spots; Seattle Art Museum, Benaroya Hall, and Pike Place Market.



1 alaskan/marion



2 alaskan/seneca



3 alaskan/spring



4 alaskan/university



5 columbia/western



9 fifth/olive



10 fifth/stewart



11 first/columbia



12 first/pike



13 first/pike



15 first/stewart



16 first/virginia



17 fourth/overpass



20 ninth/pike



21 seventh/pine



22 seventh/union



23 sixth/columbia



24 sixth/james



25 sixth/jefferson



26 sixth/madison



27 sixth/seneca



28 sixth/spring



29 third/james



30 third/stewart



31 second/stewart



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2.25 (union)



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2.27 (marion)



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2.45 (express entry)



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Denny Triangle Neighborhood Notes

January 11, 2003
3:30-4:30 PM

Susan Jurasz, Catherine McCoy, Kathy Hocker

We drove the grid of streets within Denny Triangle, as a follow-up to the perimeter/entrances survey of 9/2002. We documented directionals, architectural elements, and neighborhood-identity features.

Summary

Denny Triangle has no particular neighborhood identity, either advertised or implied. In the southeast, it shares some characteristics with the Commercial Core neighborhood. In the northeast, it borders and borrows from Capiot Hill. In the northwest, buildings are much shorter, and there are many service-type buildings.

Observations

Interior streets

At the southeast corner, Denny Triangle resembles Commercial Core: upscale streets bordered by very tall buildings. The Convention and Trade Center exerts a strong influence here, and there is some spillover from the retail district.

To the north, the emphasis shifts to smaller, older apartment buildings, similar to those found on Capitol Hill, with a scattering of newer buildings.

In the southeast (from approximately Virginia Street to the 6th/Denny corner), the buildings are dramatically shorter than those of Commercial Core and Belltown. This section has the feel of a “support” neighborhood for the surrounding areas: there are less-expensive hotels and motels, auto dealerships, gas stations, and a couple of markets.

Prominent landmarks and buildings in this neighborhood:

- The Convention Center transit station at Pine and 9th
- The Paramount Theater with its huge lighted sign, on Pine and 9th
- The West Precinct Police Headquarters, on Virginia and 8th
- (Under construction) the Federal Courthouse on Stewart and 8th
- Antioch College on Battery and 6th

- The Washington Library for the Blind (which has a tall blue logo sign that is very visible in this “low” part of the neighborhood) on 9th and Lenora
- The Elephant Car Wash (with its distinctive pink elephant signs) at Battery and 7
- While not exactly within this neighborhood, the monorail track is visible from it





1 seventh/hwy 99/aurora



2 sixth/battery



3 fifth/blanchard



4 fifth/virginia



5 olive/westlake



6 sixth/olive



7 seventh/pike



8 eight/pike



10 pine/I-5



11 pike/i-5



12 denny/stewart



13 denny/virginia



14 denny/fairview



15 denny/leonora



16 denny/terry



17 denny/ninth



18 denny/eight



19 denny/dexter



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2.72 Belltown next



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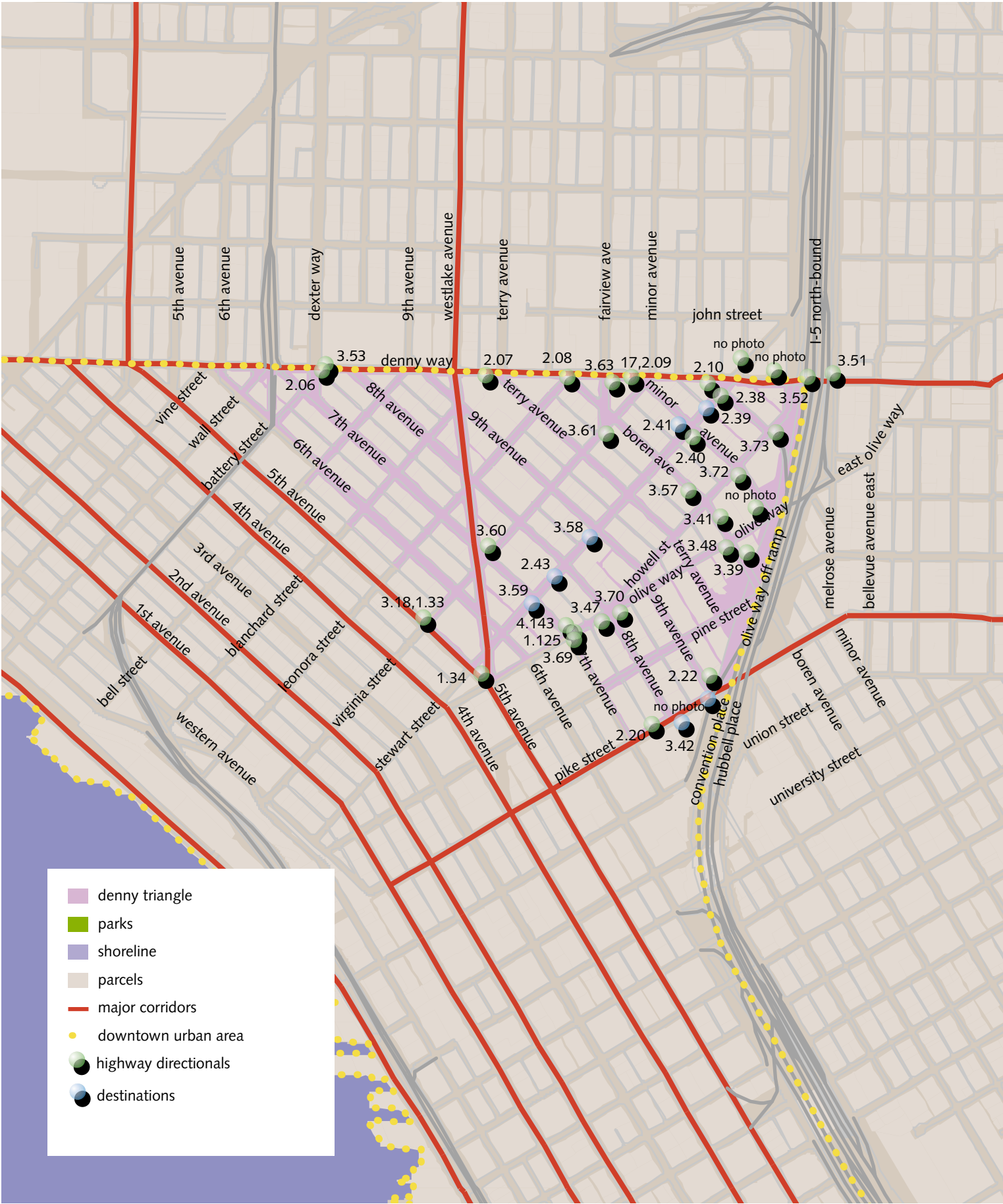
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1.125 commercial core



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17 south lake union



First Hill Neighborhood Notes

January 8, 2003

9:30 AM-12:30 PM

Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

We drove the perimeter of the neighborhood first, for an overview. Then we drove it again, stopping at each intersection to photograph entrances and other features. Then, we drove the north/south grid, beginning at 8th and moving east to Harvard. Finally, we drove the E/W grid from University to Marion, then down Broadway to Yesler.

Summary

First Hill is defined by its biggest industry, which is medical science. There are three very large hospitals (Swedish Medical Center, Harborview Medical Center, and Virginia Mason Hospital) and several smaller medical centers (such as Northwest Medical Center and the Polyclinic) within this neighborhood. Much of the surrounding real estate is dedicated to supporting this industry: hotels, apartments, and some retail businesses.

"Landmark" churches are prominent features of First Hill as well. Particularly visible are the St. James Cathedral on Terry between Marion and Columbia, the First Baptist Church on Harvard between Seneca and Spring, and the First Presbyterian Church on 8th between Spring and Madison.

South of Alder Street the neighborhood composition changes from big city/hospital to small-apartment housing. Between Alder and Yesler are several blocks of two-story wood-faced apartment complexes collectively called “Yesler Terrace Housing.” This housing development has a sense of continuity and community, with a community center on Yesler and a community garden on the hill above S. Jackson. It is quiet, and has more of a multicultural feel than the rest of this neighborhood, perhaps due to spillover from the Chinatown/International District.

There are no First Hill identity banners, but there are a few First Hill directional signs along the perimeter. Several businesses within the neighborhood core have “First Hill” in their names. Virginia Mason Hospital has its own blue identity banners; Swedish Hospital and Harborview Medical Center have distinctive signage. There are a few medical-themed murals: on Virginia Mason Clinic on University Street and at the First Hill Medical Center, on the corner of James and Boren.

Observations

Perimeter and Entrances

Union Street forms the northern border of the neighborhood. The largest entrances in this section are at Boren, Minor, and Harvard streets.

Broadway, the neighborhood's eastern perimeter, is an extremely busy street. Between Marion and E. James, the Seattle University campus (outside the neighborhood) faces Swedish Hospital (within the neighborhood). To the south, Yesler Terrace moderate-income housing dominates the architecture.

Major entrances along the eastern border include Madison, E. James, Jefferson, Terrace, Alder, Broadway itself, (where the border diverges onto Boren), and Yesler.

Along the I-5 border of First Hill, there are several major entrances to the neighborhood: 8th Avenue S., James, Cherry, Madison, Spring, and Seneca. This is a region of large apartment buildings, interspersed with a couple of churches and several parking lots.

Interior streets

8th Avenue (in this neighborhood) begins at the Central Freeway Park. It passes through a region of large apartment buildings, some of which are older (but most appear well-kept and expensive). First Presbyterian Church, a large modern church, faces 8th Avenue, and the street ends at Jefferson Terrace.

9th Ave is a larger thoroughfare in this neighborhood, although it has no direct entrances from the outside. Of note is Virginia Mason Hospital, which has its own set of identity banners along 9th, Spring, Boren, Seneca, Terry, and University. Also on 9th, between Jefferson and Alder, is Harborview Medical Center: a very distinctive Art Deco building with a commanding view of the waterfront and Elliot Bay.

Terry Ave. enters the neighborhood from the Pike/Pine/Denny Triangle region, but is interrupted by Virginia Mason Hospital. A major landmark on Terry is the St. James Cathedral (between Marion and Columbia), which has two very dramatic spires, visible from many directions.

Boren is the busiest street within the interior of the neighborhood. It's a major arterial, and a major entrance from both



ends. It is lined with large apartment buildings and a few medical buildings. O'Dea High School is a landmark (between Marion and Columbia). The Frye art museum (between Columbia and Cherry) is a destination.

Minor Ave is dominated by Swedish Medical Center and associated buildings to the south. At the north end are several well-tended historic homes and mansions, such as the Simon Green Mansion and the Tate Mansion House.

Summit, Boylston, and Harvard are quiet streets with upscale housing and a few medical offices.

The “retail” core of First Hill lies along Madison, between Harvard and Terry: small shops, restaurants, banks, and other service buildings are concentrated here.

Columbia Street has a cobblestone section between 7th and 8th Avenues.



1 union/terry



2 union/boren



3 union/minor



4 union/summit



5 union/boylston



6 union/harvard



7 union/broadway



8 broadway/madison



12 broadway/james



13 broadway/jefferson



14 broadway/alder



15 broadway/boren



17 boren/yesler



18 borden/broadway



20 7th/james



21 7th/cherry



22 7th/columbia



23 7th/marion



24 7th/madison



25 7th/spring



26 7th/seneca



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pike and pine 1.20



pike and pine 1.23



pike and pine 1.70



commerical core 1.113



pike and pine 1.20



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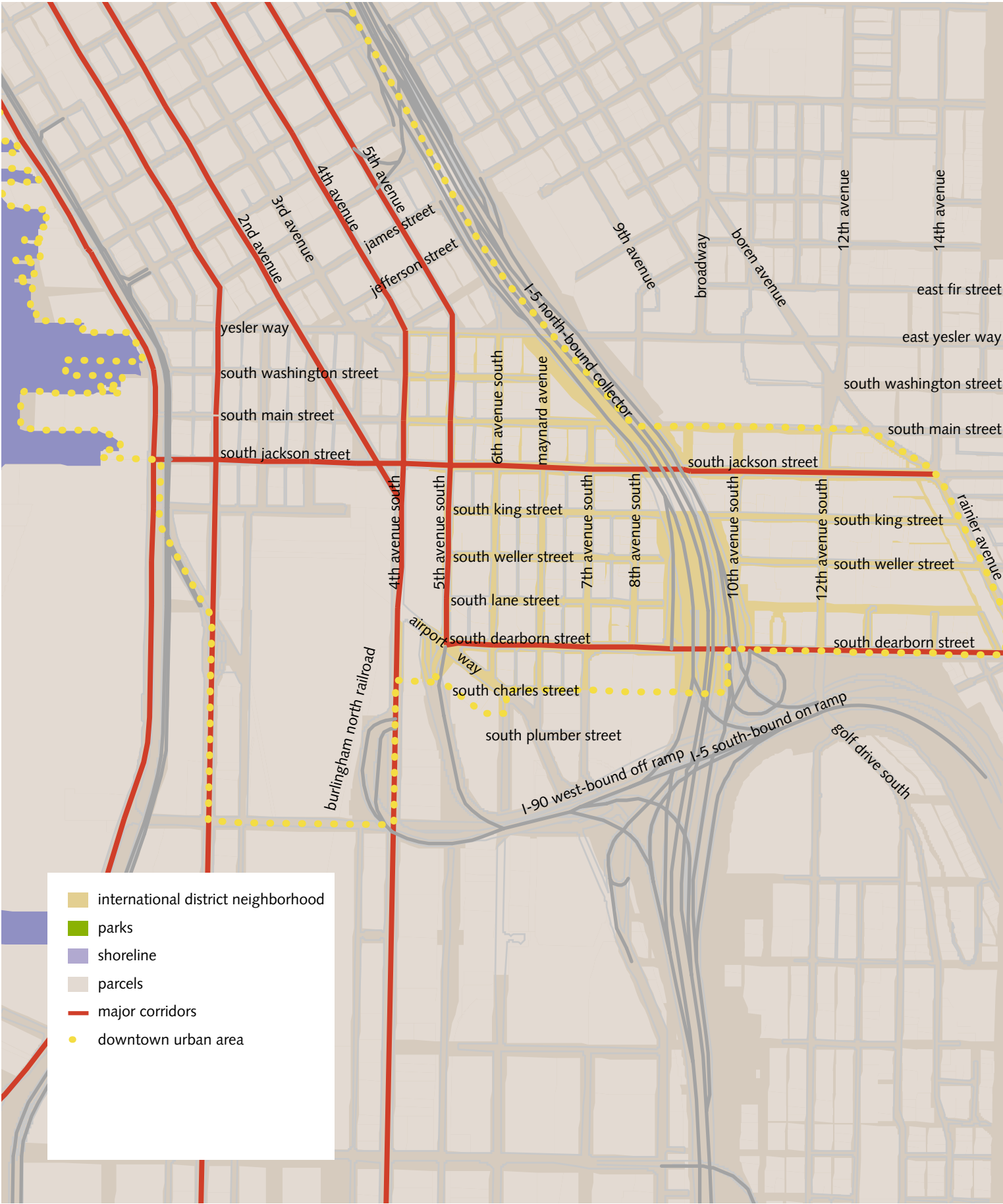
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International District Neighborhood Notes

October 2, 2002
9:15 am to 10:35 am
11:45 am to 1:30 pm

Susan Jurasz, Peter Reedijk, and Kathy Hocker

We drove the perimeter of the neighborhood, noting major entrances and gauging the layout and cohesiveness of its different regions. We then parked on Jackson Street between 12th and Rainier and surveyed the northeastern side of the neighborhood (NE of I-5): We started at the intersection of Main and 12th, then walked southeast on 12th to its intersection with Jackson, then northeast on Jackson to its intersection with Rainier (Boren), then east along Rainier to its intersection with King, then southwest along King to 12th, then 12th to the I-90 overpass, then retraced our steps along 12th to Weller. We walked northeast along Weller to Rainier (changed camera cards at #24 on card #1), then east along Rainier to Dearborn, then southwest along Dearborn to 10th. Finally we walked northwest on 10th to Jackson and northeast on Jackson to our car.

We then moved the car to the Uwajimaya Plaza parking lot to survey the southwest section of the neighborhood. We started at the large offramp from I-90 that exits onto the intersection of Airport Way and Dearborn. After taking one photo (#23 on card 2) we took a quick break to fetch another camera card then returned to park at Uwajimaya again. We started at the same point (I-90 offramp) and walked west on Airport Way to 4th Street, then northwest on 4th to Yesler, then northeast on Yesler to 5th, then southeast on 5th to Dearborn/Airport Way, then northeast on Dearborn to 6th, then northwest on 6th to Yesler, then back down 6th to Main, then northeast on Main to Maynard, then southeast on Maynard to S Charles, then northeast on S Charles to 7th, northwest on 7th to Jackson, northeast on Jackson to 8th, southeast on 8th to Dearborn, then back down Dearborn to return along 6th to the Uwajimaya plaza.

Summary

Chinatown/International District is divided neatly in half by I-5. The two halves have very distinct characters. The west half is well marked with thematic elements.

Observations

Northeast Section

The northeast half appears to be primarily residential and “local” in flavor, with few thematic elements. The small, streetside businesses are primarily Vietnamese. There is some spillover of Asian businesses into the streets outside boundaries of the neighborhood, and there are a number of large non-Asian industries and agencies within these boundaries—especially along Weller, Lane, and Dearborn. Many businesses along Main, Jackson, and King have names only in Vietnamese (little or no English).

Northeast Section Entry Points

The Main/12th intersection is a major entry point to this section of the neighborhood; a sign saying “Welcome to Little Saigon/ International District” marks this point, and there is a short stretch of thematic lights along 12th to Jackson. Minor entry points include King Street, Weller, and Dearborn.

Jackson Street

Although Main street forms the “official” northwestern border, the de facto, walkable border is Jackson street. Between 12th and Rainier, Jackson is lined with thematic lights. The rest of the street has shopping plazas containing Vietnamese businesses, residential buildings, and small produce markets. The Jackson Street underpass beneath I-5 is a major connection between the northeast and southeast half of the neighborhood, and the I-5 pillars along Jackson are painted red and yellow with a motif of carp and dragonflies. Thematic lights (which continue down Jackson to the southwestern part of the neighborhood) begin just northeast of this underpass.

King Street

King Street has no thematic lights, but the businesses along it are still primarily Asian.

Weller Street

Weller Street has several larger Asian businesses and warehouses, such as the Golden Pheasant Noodle Co. and Sun Sun Oriental Foods.

Weller/Dearborn

Between Weller and Dearborn, the character of the neighborhood changes. Goodwill Industries, at Weller and Rainier, takes up a very large chunk of the block, with buildings, parking lots, and warehouses. The Indian Health Board offices

	<div><div>draft 3</div><div>100% ready</div></div>	<div>seattle wayfinding system</div> <div>international district neighborhood</div>	04.17.2003
	<p>(Leschi Center) lie on both sides of 12th street at the intersection with Weller. Between the Leschi Center and Dearborn St. is a large undeveloped vegetated area that is crisscrossed with footpaths and is home to a number of transients.</p> <p><i>10th Avenue</i></p> <p>10th Avenue rises steeply from Dearborn to Weller, and has no particular “Asian” character. There are three or four homeless shanties along the northeast side of the street.</p> <p><i>Southwest Section</i></p> <p>The southwest half is clearly the “visitors’” section of the neighborhood. There are many thematic elements: primary among these are very large (8-9 feet in length) and very colorful fiberglass dragons that wrap around streetlights, and shorter, metal “pagoda-like” lamps. The southwest section appears to be primarily Chinese and Taiwanese.</p> <p><i>Southwest Section Entry Points</i></p> <p>There are several entrances to this section of the “official” neighborhood: the I-90 offramp at Airport Way, the intersection of Jackson and 4th, the intersection of 5th and Yesler, the I-5 offramp onto 6th Avenue, and the intersection of 6th and Airport Way. However, a person driving or walking into the neighborhood via these entrances might not initially realize that he/she is in Chinatown. Thematic elements such as fiberglass dragons on the streetlights, Asian-style lamps, and Asian-style kiosks and architecture are concentrated within the “core” of this section: a region bounded by 5th , Dearborn, 8th, and Jackson. Within this core region the neighborhood character is very clear. The clearest entries to this inner section are along 5th street at Jackson, King, and Weller.</p> <p><i>4th Avenue</i></p> <p>This boundary is lined with upscale business/residential plazas and parking lots on the Chinatown side, and King Street Station on the Pioneer Square side. There are a couple of Chinese/Asian businesses.</p> <p><i>5th Avenue</i></p> <p>At the southeast end of 5th lies the Uwajimaya Plaza, a shopping and residential development that projects an upscale but distinctly Asian tone. The same thematic lights that line the surrounding streets stretch between the shopping center and the parking lot, and there are dragons visible at either end of</p>	<p>the plaza along 5th. The rest of 5th (within Chinatown) offers several gateways to the heart of the neighborhood: Weller, King, and Jackson are all marked with lightpost dragons, and there are Chinatown banners (the only ones we noted), as well as a green “welcome to Chinatown” sign at the 5th and Jackson intersection. As you continue northeast along 5th, thematic elements become fewer.</p> <p><i>6th Avenue</i></p> <p>The I-5 offramp onto 6th is an “official” entrance to Chinatown, and is signed as such (with a small brown directional sign). 6th has thematic lights from Washington Street to Dearborn, and there are also thematic lights extending up Washington. The street dips sharply to Main street. There is an “International Terrace” apartment building at the corner of 6th and Main. From Main to Lane, 6th has many Asian businesses and feels as though it is part of the core of Chinatown. There is a green “welcome to Chinatown” sign at 6th and Lane.</p> <p><i>Maynard Street</i></p> <p>Maynard continues the “heart of Chinatown” feel, especially between Jackson and Dearborn. At the intersection with Main, and extending toward the I-5 overpass, are a Seattle Parks & Rec park called Kobe Terrace, and a community garden (there's a lovely little Asian-style wooden entryway to the park). At King and Maynard is a small community park with many thematic elements, including a pagoda-like shelter and fish-shaped benches. There are two dragons visible from the intersection of Maynard and Dearborn. Maynard is lined with thematic lights from Main to Dearborn.</p> <p><i>7th Avenue</i></p> <p>This street, while retaining the architecture and feel of the core Chinatown district, has more residential and fewer business buildings along it. At Jackson & 7th, there is an Asian museum with an elaborate façade. There are a number of Taiwanese flags along this section. There is a small park (International Childrens' Park) at 7th and Lane. 7th is lined with thematic lights from Main to Weller.</p> <p><i>8th Avenue</i></p> <p>8th marks the northeast boundary of the “central” Chinatown region. It is lined with thematic lights. There is a dragon visible from the corner of 8th and Dearborn, and there is a green “Welcome to Chinatown” sign at 8th and Lane. The businesses and residences along this section are still clearly Asian.</p>	
<div><div>international district</div><div>major corridors</div></div>			



1.2-1.4 12th/main



1.14-1.16 jackson/rainier



1.17-1.19 rainier/king



1.21-1.23 12/to lake



2.2-2.3 weller/rainier



2.4-2.6 rainier/dearborn



2.10-2.12 dearborn/under I-5



2.13 10th/dearborn



3.1-3.5 airport/5th/dearborn



3.6-3.9 4th/airport



3.13-3.14 jackson/4th



3.18-3.20 4th/washington



3.21-3.22 5th/overpass



3.53-3.54 6th/yesler



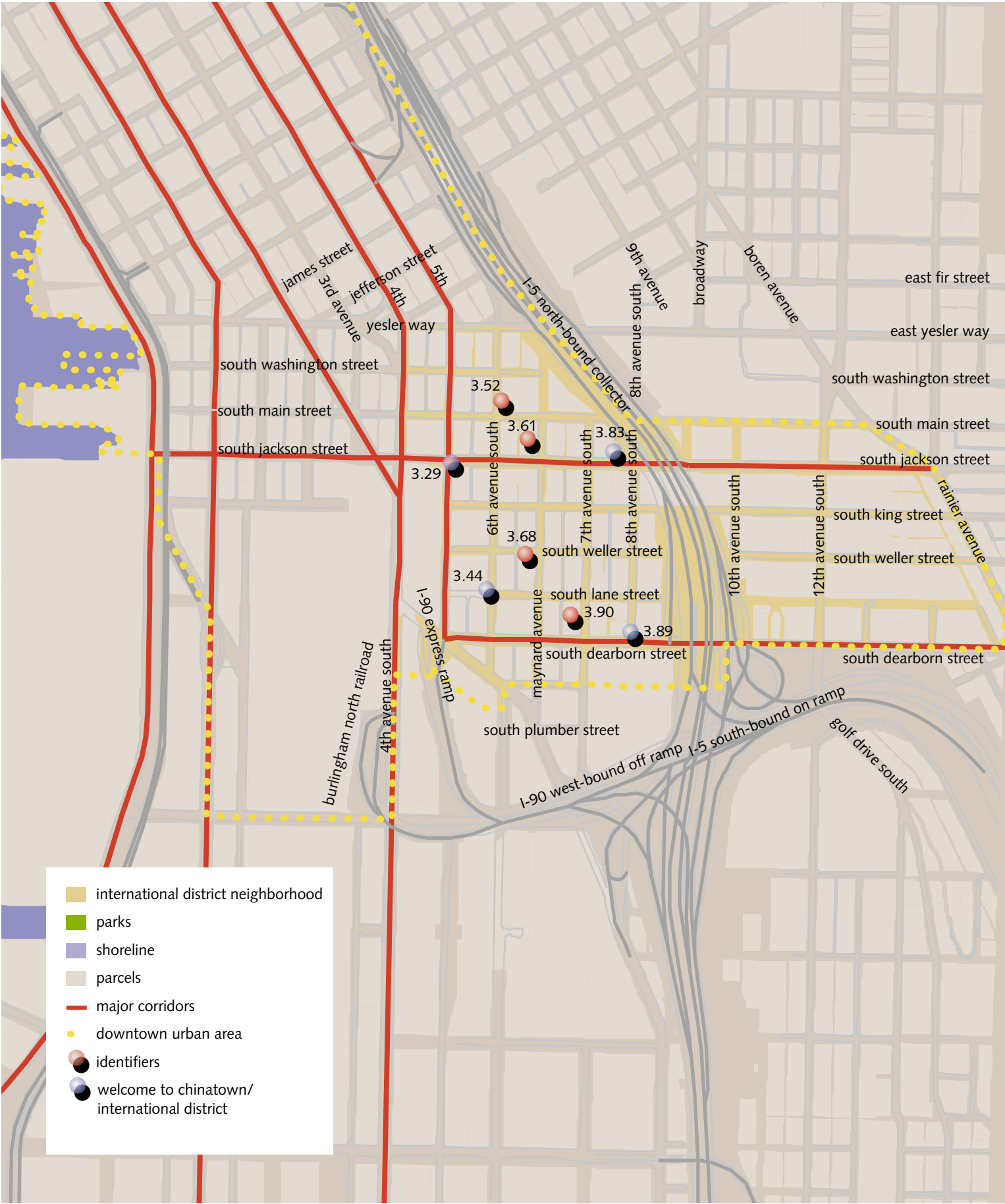
3.70-3.71 airport/s charles



3.72-3.73 7h/s. charles



3.25



3.29



3.52



3.61



3.68



3.90



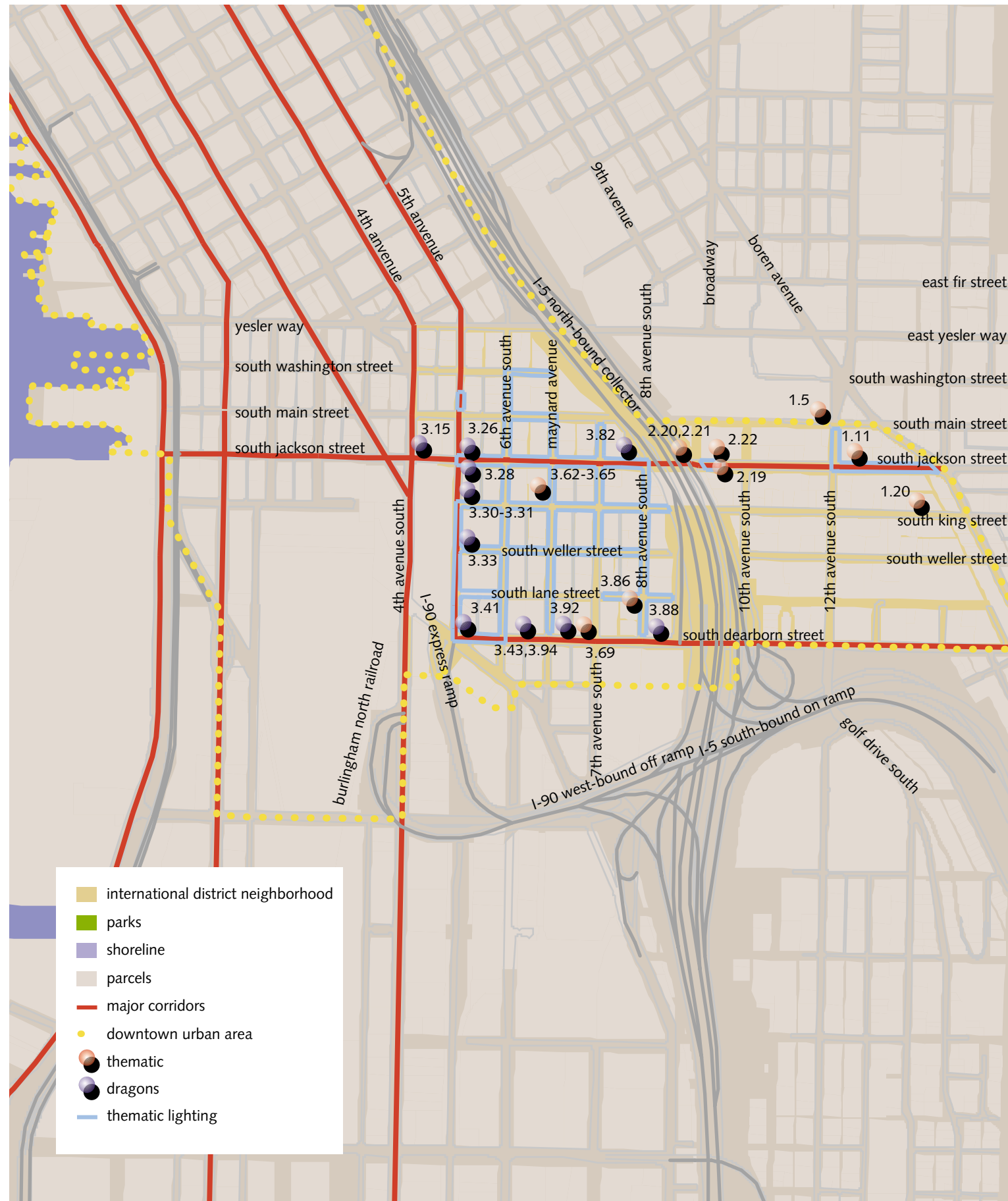
3.44



3.83



3.89



1.5



1.11



2.19



2.20



2.21



2.22



3.15



3.26



3.28



3.30



3.31 (same as 3.30)



3.32



3.33



3.41



3.43



3.62-3.63



3.64



3.65



3.69



3.82



3.86



3.88



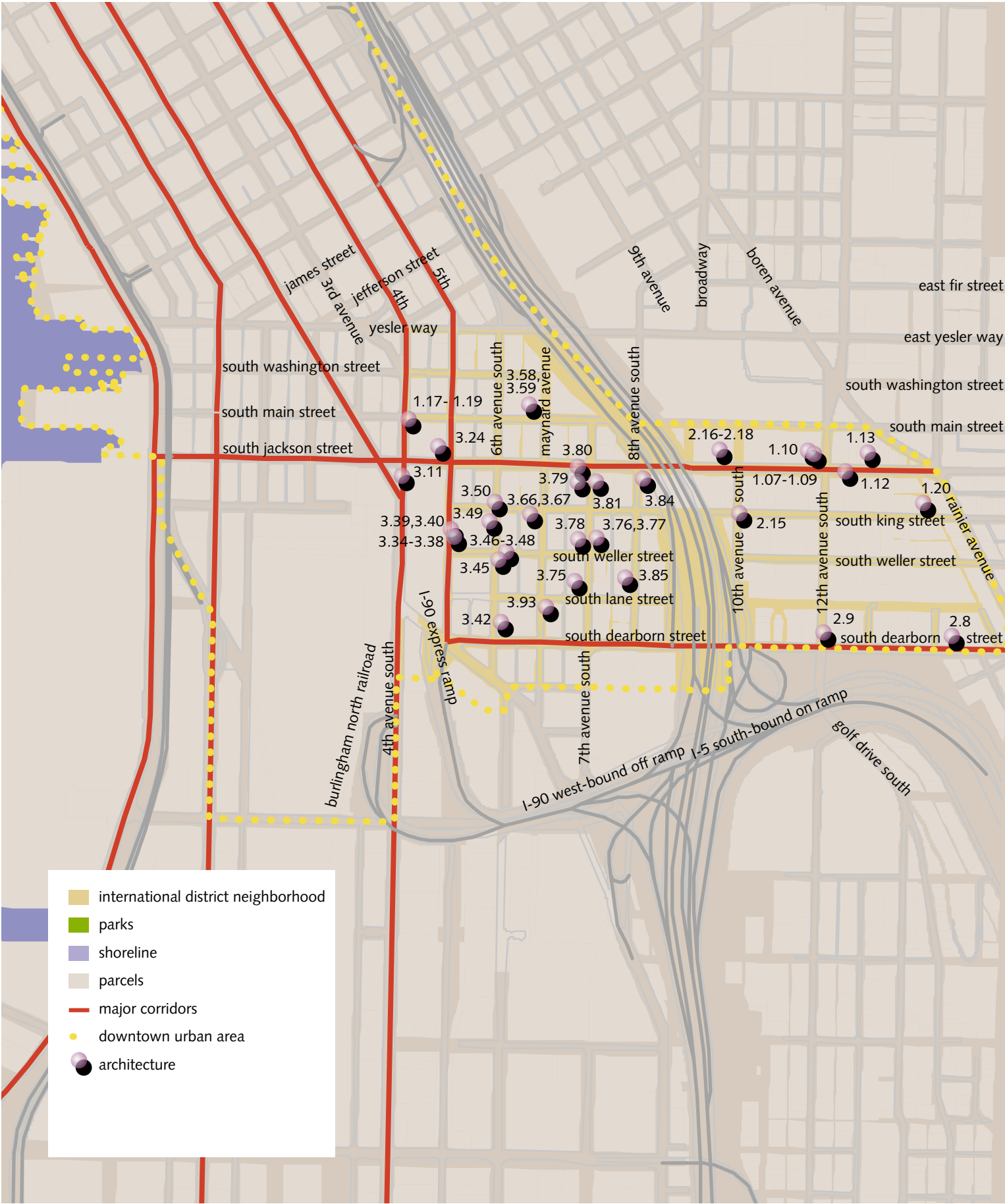
3.92



3.94



3.96



1.07-1.09



1.10



1.12



1.13



1.17-1.19



1.20



2.9



2.8



2.15



2.16-2.18



3.11



3.24



3.34-3.38



3.39-3.40



3.42



3.45



3.46-3.48



3.49



3.50



3.58-3.59



3.66



3.67



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3.76-3.77



3.78



3.79



3.80



3.81



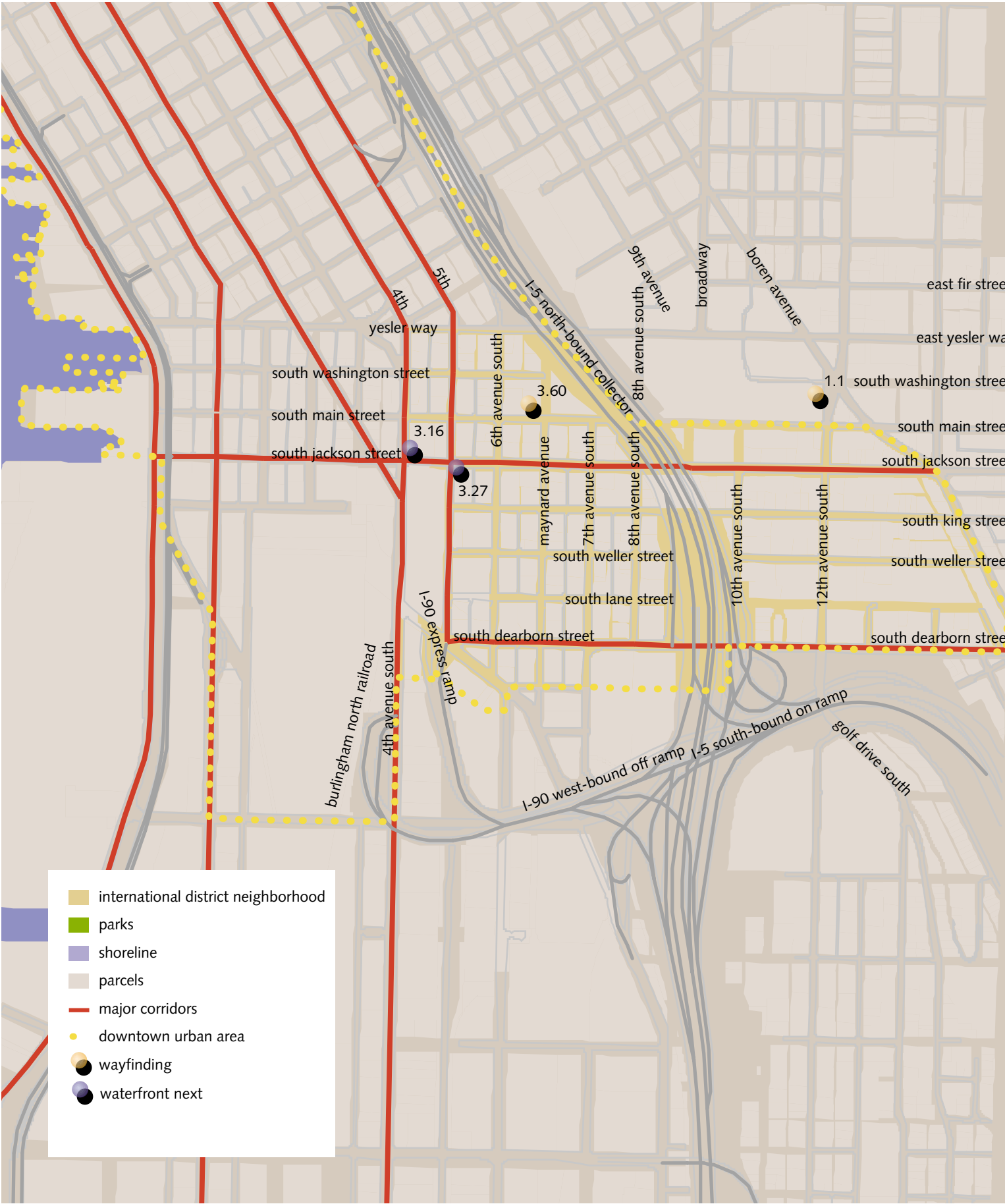
3.84



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3.93



1.1



3.16



3.27



3.60



1.6



1.42



1.43



2.23



2.52



2.53



2.54



3.10



3.15



3.17



3.18



3.19



3.21



3.23



3.55 same as commercial 3.28



4.132



4.160



4.161



Pike and Pine Neighborhood Notes

January 7, 2003

2:00-5:00 PM

Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

We parked at the corner of 15th Street and Madison, at the eastern tip of this neighborhood. We walked the perimeter, photographing intersections and documenting signage: first southwest along Madison Street from 15th to Broadway, then northwest on Broadway to Union, then southeast on Union to the Convention Center and I-5, then worked our way northwest along I-5 (Hubbell Pl., Terry Street, Pike, Boren, Minor, Melrose, and E. Olive Way). We then went one block south on Bellevue to E. Olive Street, followed E. Olive Street east to Seattle Central Community College and through Bobby Morris Playfield to 15th Street, and then back to our starting point.

After our perimeter walk, we drove back down through the center of the neighborhood along Pine Street, noting neighborhood identifiers for later documentation.

Summary

Pike and Pine is primarily a residential and small-business neighborhood, defined by the corridors of the major streets Pike and Pine.

Although it borrows from the surrounding neighborhoods along its borders, the heart of Pike and Pine has a strong university-district feel—understandable, since there are major universities (Seattle Community College and Seattle University) on its northern and southern borders. On the east, Pike and Pine is staid and residential. On the north, it reflects Capitol Hill’s funkiness. Its western tip contains upscale apartments.

Pike Street and Pine Street define the core of this neighborhood, and—especially between Melrose and 10th, they have a strong “university district” character. Specialty bookstores, bistros, gift shops, and community centers line these streets. The telephone poles are thickly laminated with posters.

There are very few “thematic elements” in Pike and Pine, and few businesses and building names that could be called “identifiers,” but there are a number of banners with a distinctive “Pike and Pine” logo, as well as “fringe” banners in this neighborhood.

Of particular note are the number of automobile dealerships in the core area of Pike and Pine. BMW, Mercedes, Ferrari, Honda (motorcycles), among others have showrooms here.

Observations

Perimeters

For much of our perimeter walk, we could see completely across this neighborhood, as it is only three blocks wide for much of its length.

The east end of the neighborhood (roughly between 11th and 15th Avenues) consists of residential streets lined with single-family homes, most of which are upscale. Some have been converted to restaurants, clinics, offices, and shops.

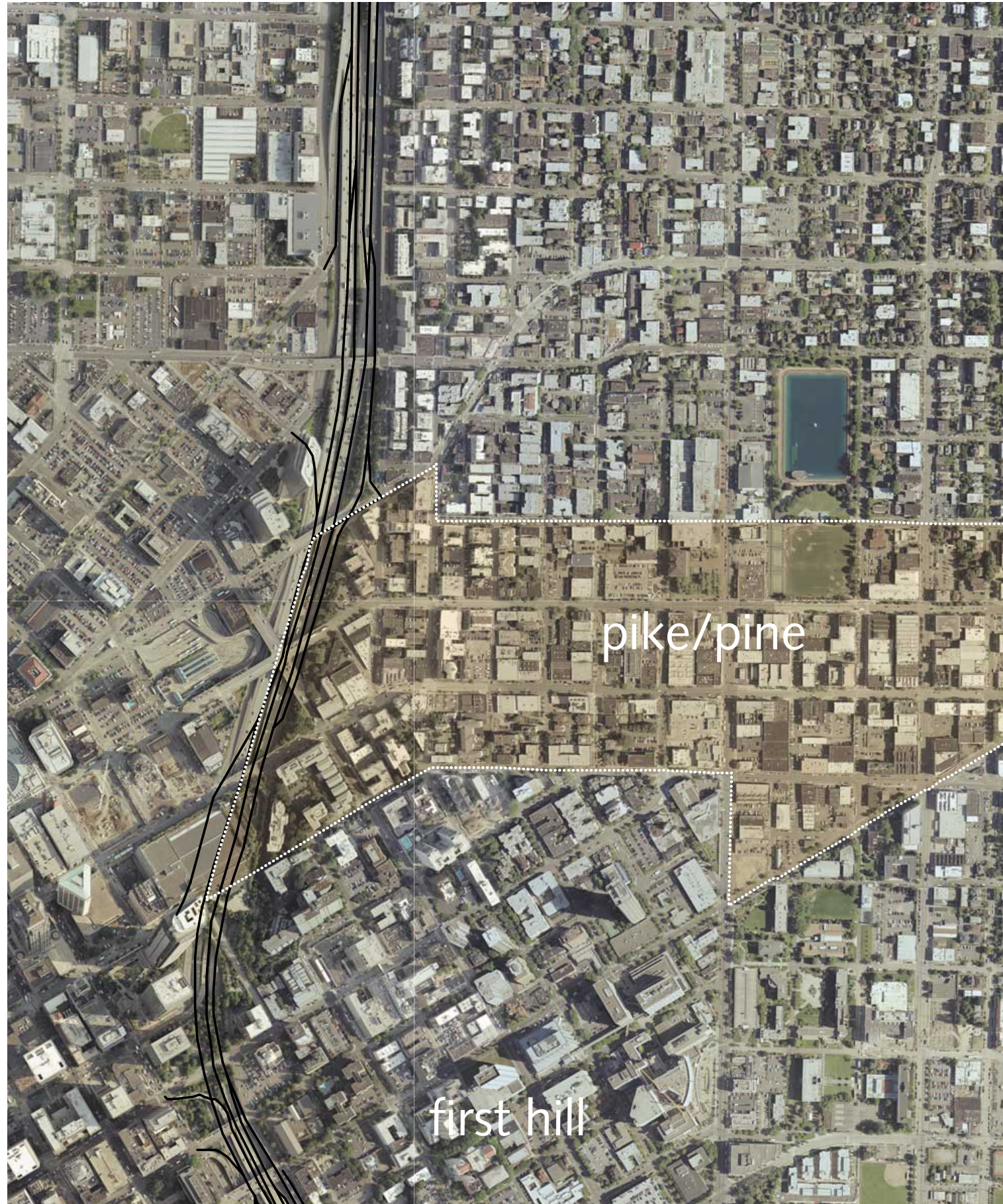
On Madison St, looking southwest along the border of the neighborhood, the slope gives a good view of the downtown skyline and the Space Needle, plus a view across the Sound to the Olympic Mountains.

Between 13th and Broadway, the neighborhood is bounded on the east by the campuses of the Seattle Academy and Seattle University. There are a couple of prominent entrances to the Seattle University campus from Madison Street. Across from this university, the Pike and Pine neighborhood contains commercial establishments and some apartment buildings. Notable in the vicinity of the Madison/Broadway/Union triangle are a number of automotive-related businesses, including a Ferrari dealership and some garages. It appears that there have been even more auto-repair shops and dealerships here in the past, but some have been converted to other businesses.

At Broadway and Union (outside this neighborhood) is the Polyclinic, and at Broadway, Harvard, and Madison is the Northwest Medical Center. The Polyclinic corner is a major entrance point to this neighborhood.

Between Broadway and Bellevue, along E. Union Street, there are a series of stately-looking older apartment buildings, interspersed with small businesses. A middle (high?) school, the Northwest School, is an obvious landmark at E. Union and Summit. Looking down Crawford and Bellevue Ave. from E. Union we found a fine view of the prominent golden dome of the “First Covenant Church.”

In the triangle formed by Union Street, I-5, and Minor Avenue are a number of very modern apartment buildings and



associated upscale businesses. There is a strange grotto-like little park at the end of Union between Terry and Hubbell, with a steep sidewalk moving downward toward Freeway Park. This end of the neighborhood, because of its border with I-5, feels a bit like a “dead end.”

Where Pike Street crosses I-5 is a large and obvious entrance to this neighborhood, marked by the four “Greek” columns in the triangular section of the Boren place park. It is here that we found the first neighborhood identity sign: a fringe-edged banner that reads “fringe” (we found more of these on the Capitol Hill border and within the Capitol Hill neighborhood).

Other major entrance points are where E. Olive Way meets Bellevue and where E. Olive Way meets Melrose (the latter was particularly busy with traffic).

Between Melrose Ave. and Broadway, the Pike and Pine neighborhood borrows from the Capitol Hill neighborhood in feel. There are many small businesses—espresso shops, bookstores, movie theaters, and bars—often associated with university districts. There are also a number of apartment buildings; these are older and smaller than the apartments and condos between Minor and I-5, and not as well-kempt as the ones along Union between Harvard and Minor.

Broadway is a major northern entrance to this neighborhood, spilling in directly from the Capitol Hill neighborhood. There are “Pike and Pine” neighborhood-identification banners at Broadway’s intersection with E. Olive Street, and “fringe” banners along Broadway both in Pike and Pine and Capitol Hill neighborhoods.

Seattle Central Community College, between Harvard and Broadway, and the Bobby Morris Playfield, between Nagel Pl. and 11th Ave, mark the transition zone from “funky” Capitol Hill to larger businesses and more staid single-family residences east of 11th Avenue.

1/8/03

9:00 to 9:30 am

Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

We returned to the Pike and Pine neighborhood to scan the interior. We drove the length of Pike and Pine Streets, noting directionals, identity elements, architecture, and character.

Observations

Pike Street seems to be the “identity” street in this neighborhood. There are “Pike and Pine” and “fringe” banners at every intersection between Melrose and Broadway. Shops line the streets, with apartments and offices above.



1 madison/15th



1.22



1.90



1.08



2 madison/pike



3 madison/pike/14th



4 madison/13th



5 madison/12th



7 madison/10th



8 madison/broadway



9 union/broadway



10 union/harvard



11 union/boylston



12 union/belmont



13 union/summit



14 union/crawford



15 union/minor



16 union/boren



17 union/terry



18 union/hubbell



19 pike/terry



20 pine/boren



21 pine/melrose



22 olive/melrose



24 olive/bellevue



25 olive/summit



26 olive/belmont



27 olive/boylston



28 olive/harvard



29 olive/broadway



31 olive/11th



32 olive/12th



33 olive/13th



34 olive/14th



35 olive/15th



36 olive/15th



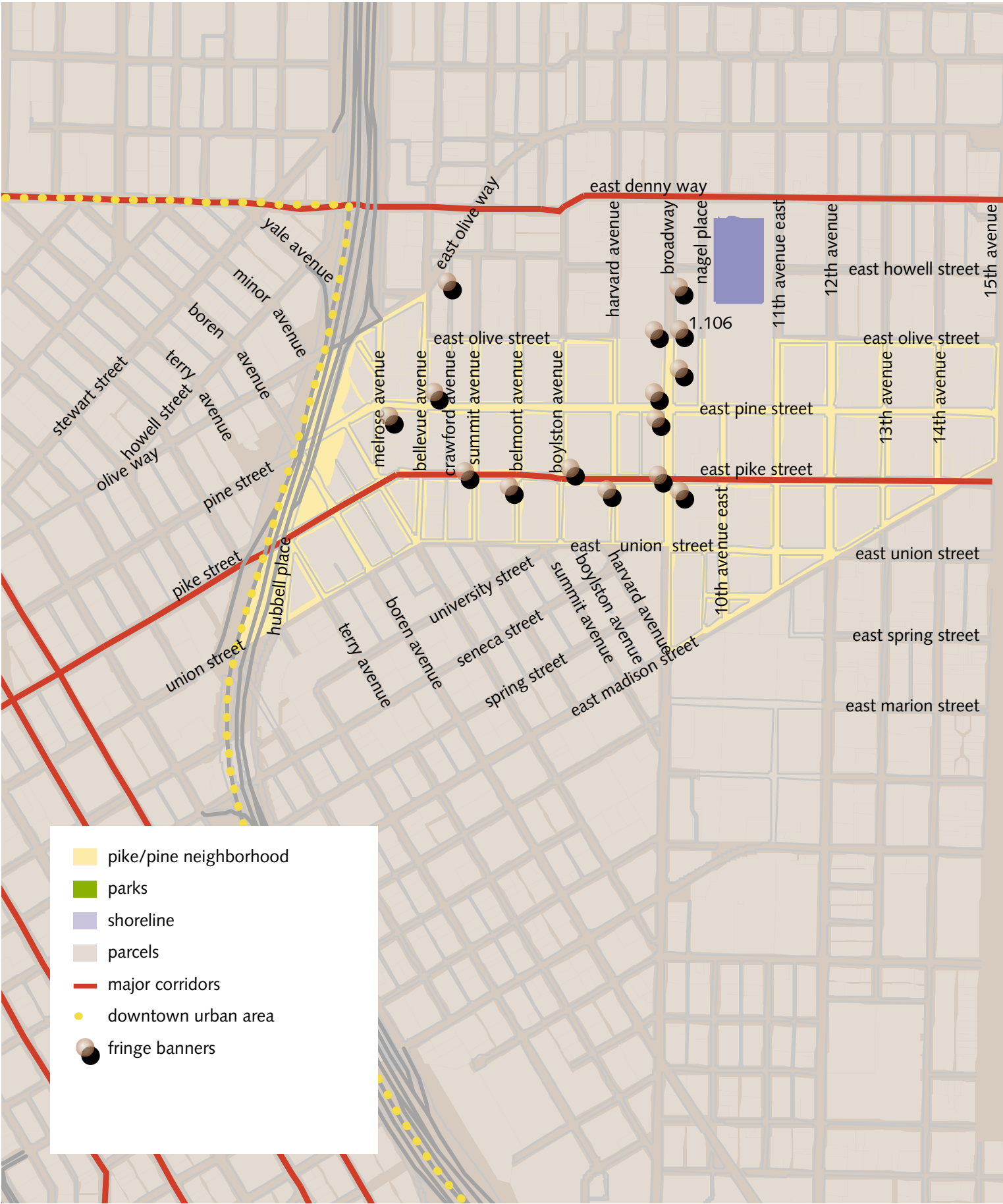
37 pine/15th



38 pine/10th



1.102



1.106



1.26



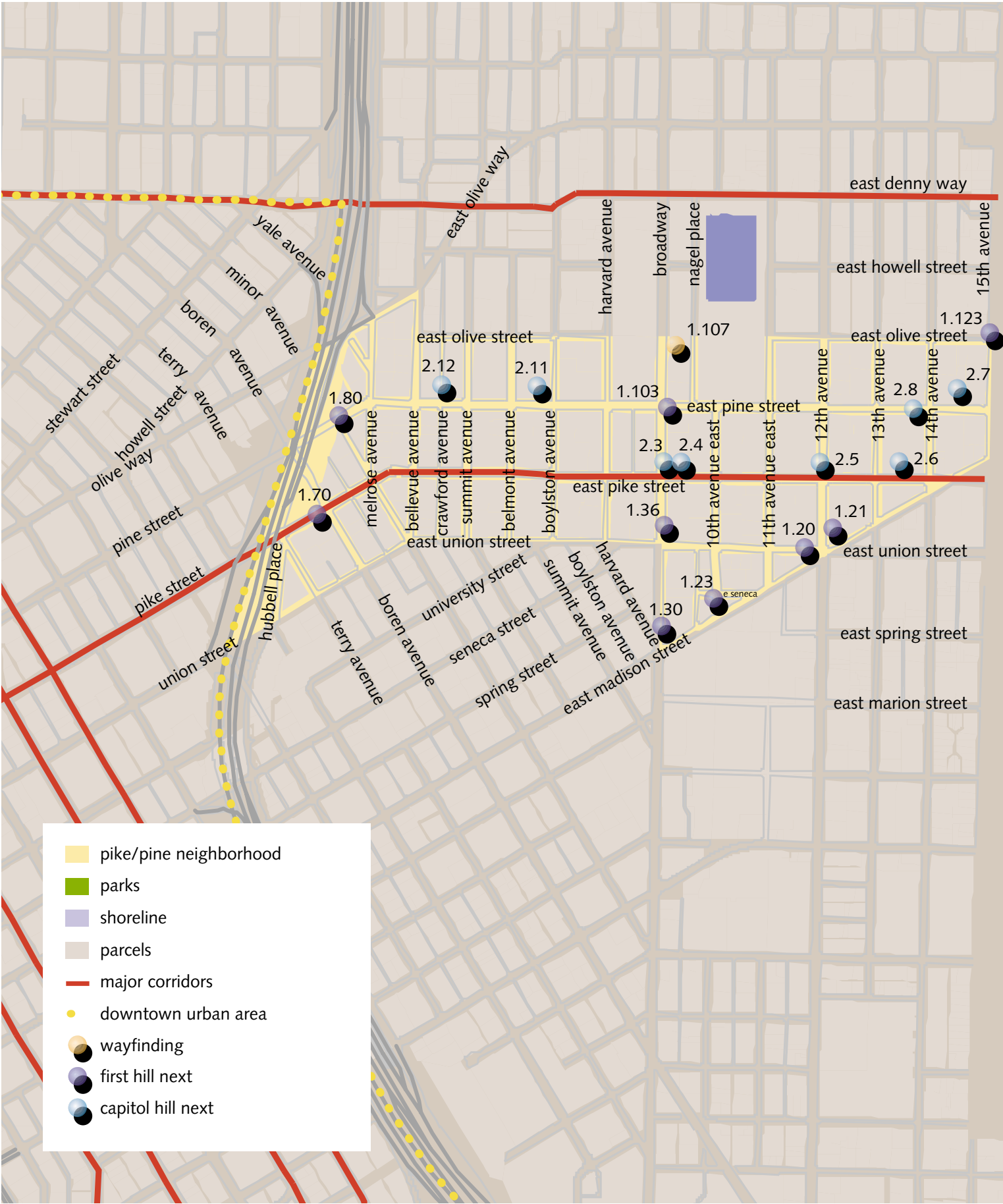
1.31



1.41



2.2



1.107 (wayfinding)



1.20 first hill next



1.21 first hill next



1.23 first hill next



1.30 first hill next



1.36 first hill next



1.70 first hill next



1.80 first hill next



1.103 first hill next



1.123 capitol hill next



2.3 capitol hill next



2.4 capitol hill next



2.5 capitol hill next



2.6 capitol hill next



2.7 capitol hill next



2.8 capitol hill next



2.11 capitol hill next



2.12 capitol hill next



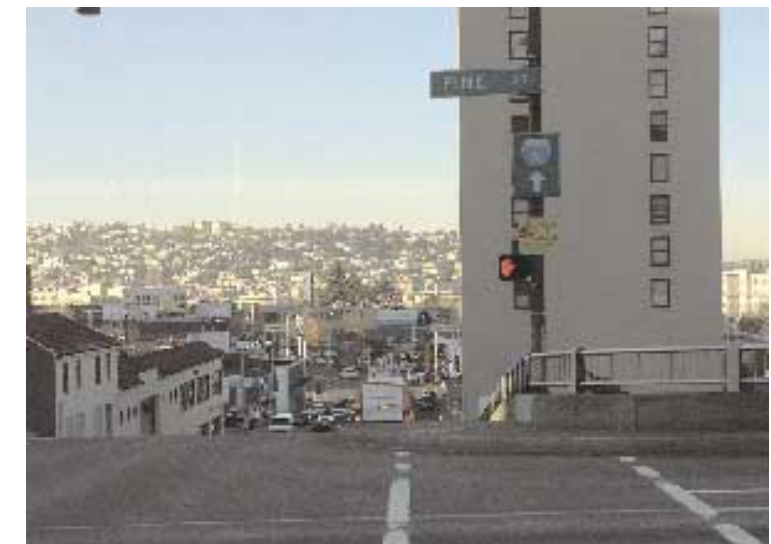
1.68



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1.82



1.91



3.37



4.101



Pioneer Square Neighborhood Notes

October 21, 2002
9:30 am to 4:00 pm

Susan Jurasz, Peter Reedijk, Catherine McCoy

We began our survey by driving the perimeter of Pioneer Square. We then parked the car near the Starbucks on Jackson and 4th Avenue, and began a general east/west walk of the northern portion of Pioneer Square (Jackson, Main and Washington streets). We returned to the car and drove to where we could walk Columbia, Cherry, James and Jefferson streets. After walking those streets we returned to the car and drove south to the King/1st Avenue intersection. From there we drove south along 1st Avenue to Royal Brougham Way, circling around the stadiums. We continued east on Royal Brougham, to 4th Avenue, then turned north onto 4th Avenue and ended at our starting point of Jackson and 4th Avenue.

Observations

The heart of Pioneer Square was in the area around Occidental Avenue, mainly along 1st Avenue, and around Pioneer Place Park and the Victorian-style iron Pergola. The overall impression of the area north of Jackson Street was one of an old style/old town, circa late 1800's, early 1900's, feeling. Buildings are predominantly older historic brick (and wood) warehouses, hotels, and office buildings with newer and old architecture maintaining the historic themes and elements of an old town center. Several brick buildings have old advertisements painted on the outside giving the area hints of days gone-by. Current business use old style signs and awnings to direct tourists/shoppers.

Jackson, Main, and Washington

Fourth Avenue is a definite border between the International/Chinatown District and Pioneer Square. Directly east of 4th Avenue, there are visual clues to the International District/Chinatown neighborhood, such as dragons around light fixtures and stores with Chinese writing.

Directly west of Fourth Avenue in Pioneer Square old town thematic elements became apparent, such as the old building visible west along Jackson Street – the King Street Station railway depot with its clock tower. Also immediately apparent were turn-of-the-century light fixtures mounted on antique-style bases, and older traffic signs/signals. All along Jackson, Main and Washington streets, ornate plant

hangings, tree-lined cobblestone walkways, and Pioneer Square banners identify the neighborhood. Businesses reflect the area with antique stores and galleries, interspersed with residential lofts/apartments in upper floors.

There were protected (non-vehicular) pedestrian walkways, and lots of mature trees and potted plants - all contributing and supporting the old town flavor of the neighborhood.

Occidental Park is a prime example of this—nestled between Main and Washington streets. It features a protected brick pedestrian area with lots of trees, benches, and public art. Historical markers and interpretive panels are present in several areas. In one corner of the park a Native American totem pole stands near a drinking fountain fitted with the bust of Chief Joseph. The Klondike Museum and the Seattle Underground tour center are two destinations with in the neighborhood.

Columbia, Cherry, and James

North of Yesler along Columbia, Cherry and James streets less of the older type thematic elements and Pioneer Square identifiers are visible. High-rise buildings (still predominantly brick) appear to be engaged in business activities. For example, the thematic light zone along Jackson, Main, and Washington streets ends at Yesler and does not carry onto Columbia, Cherry, or James Street. Vehicular traffic is heavier and pedestrian traffic lighter as there are less pedestrian walkways (bricked), fewer landscaped areas (treescapes), and fewer strong tourist attractions. This area offers access to Highway 99 and I-5 routes.

King Street South to Royal Brougham Way

Immediately south of Jackson Street and King Street to Royal Brougham Way, elements of a manufacturing and distribution area coupled with two major sports centers – Safeco Field and Seahawks Stadium offer a significant change from the “feeling” of an old town. Instead, there is clear evidence of freight and vehicular traffic through Duwamish. It is a light-manufacturing and sports-arena-centered section of the neighborhood.





1 alaskan/yesler



2 columbia/western



3 first/columbia



4 first/royal brougham



5 fourth/airport



6 fourth/jackson



7 fourth/main



8 fourth/brougham



9 fourth/washington



12 railroad/alaskan



13 second/cherry



14 thrid/yesler



14 third/yesler (2)



15 third/james



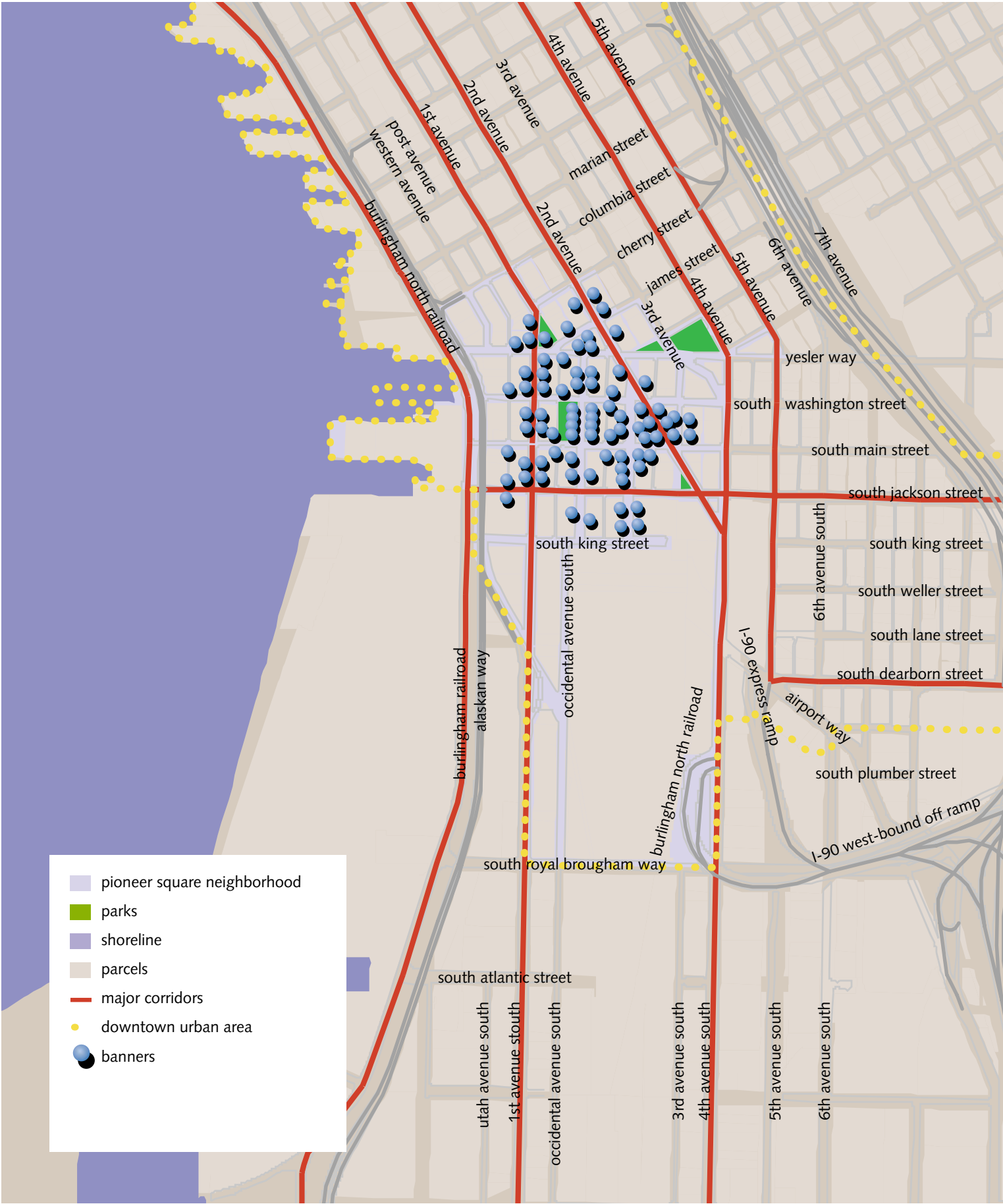
16 third/yessler



17 western/yesler



18 looking up king from alaskan



25



26



84



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71



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87



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89



16



31



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44



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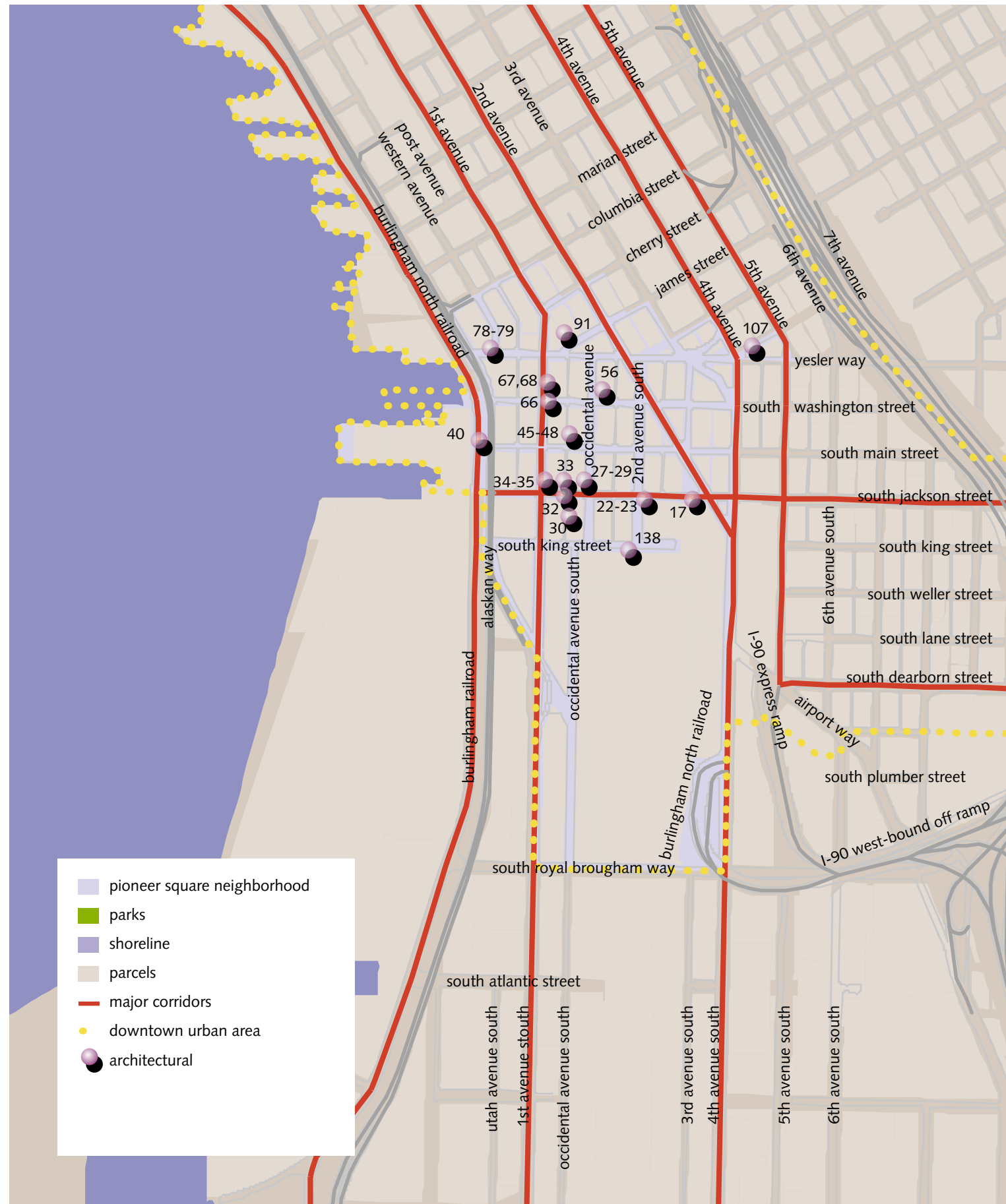
85



90



139



17



22



23



66



27-29



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32



33



68



34-35



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67



45-48



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78-79



107



138



7 international district



8 international district



9



10



11



12



13



14



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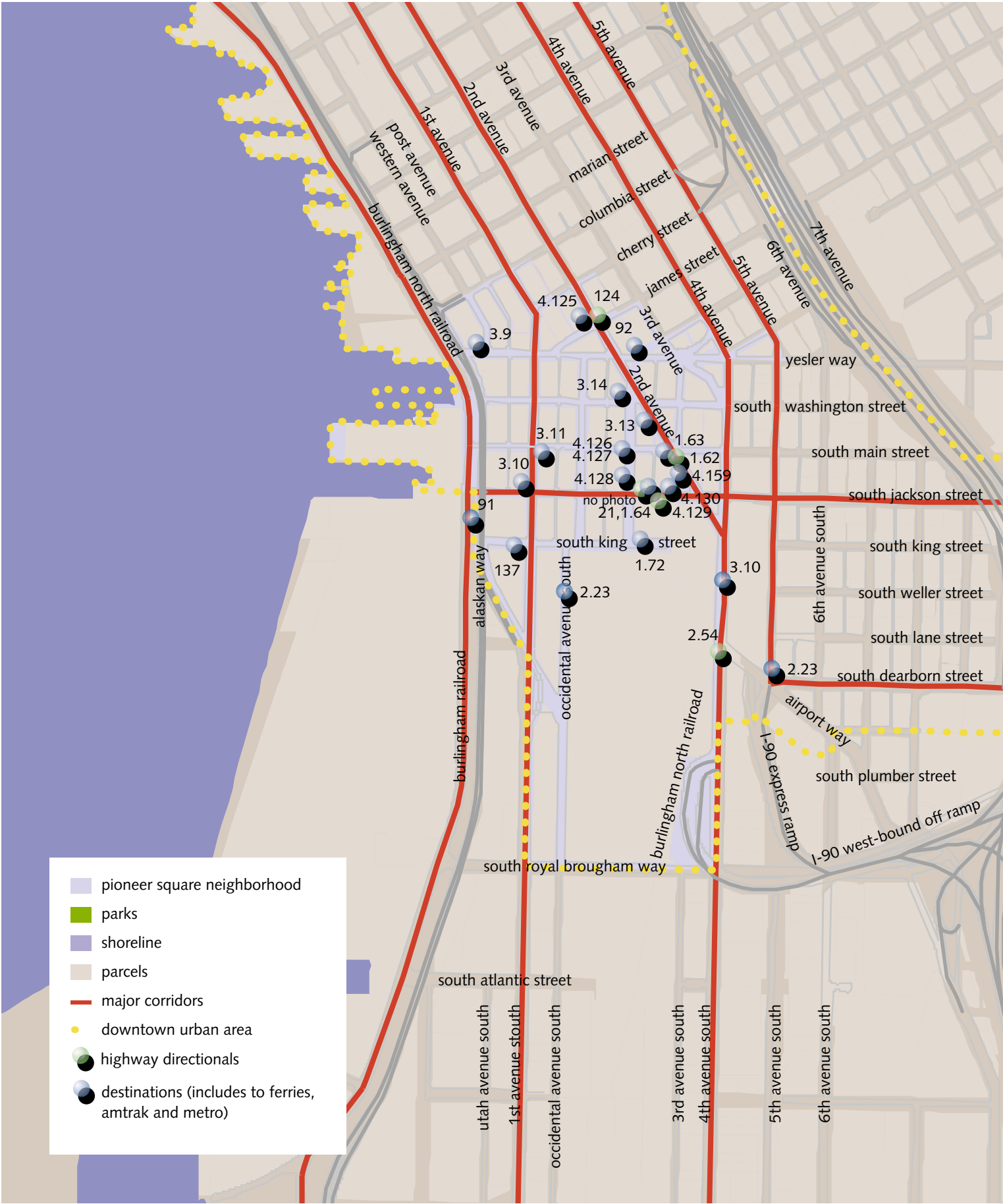
51



52



140



1.62



1.63



1.64



1.72



2.54



3.09



3.10



3.10 international district



3.11



3.13



3.14



4.125



4.126



4.127



4.128



4.129



4.130



4.159



21



92



124



125



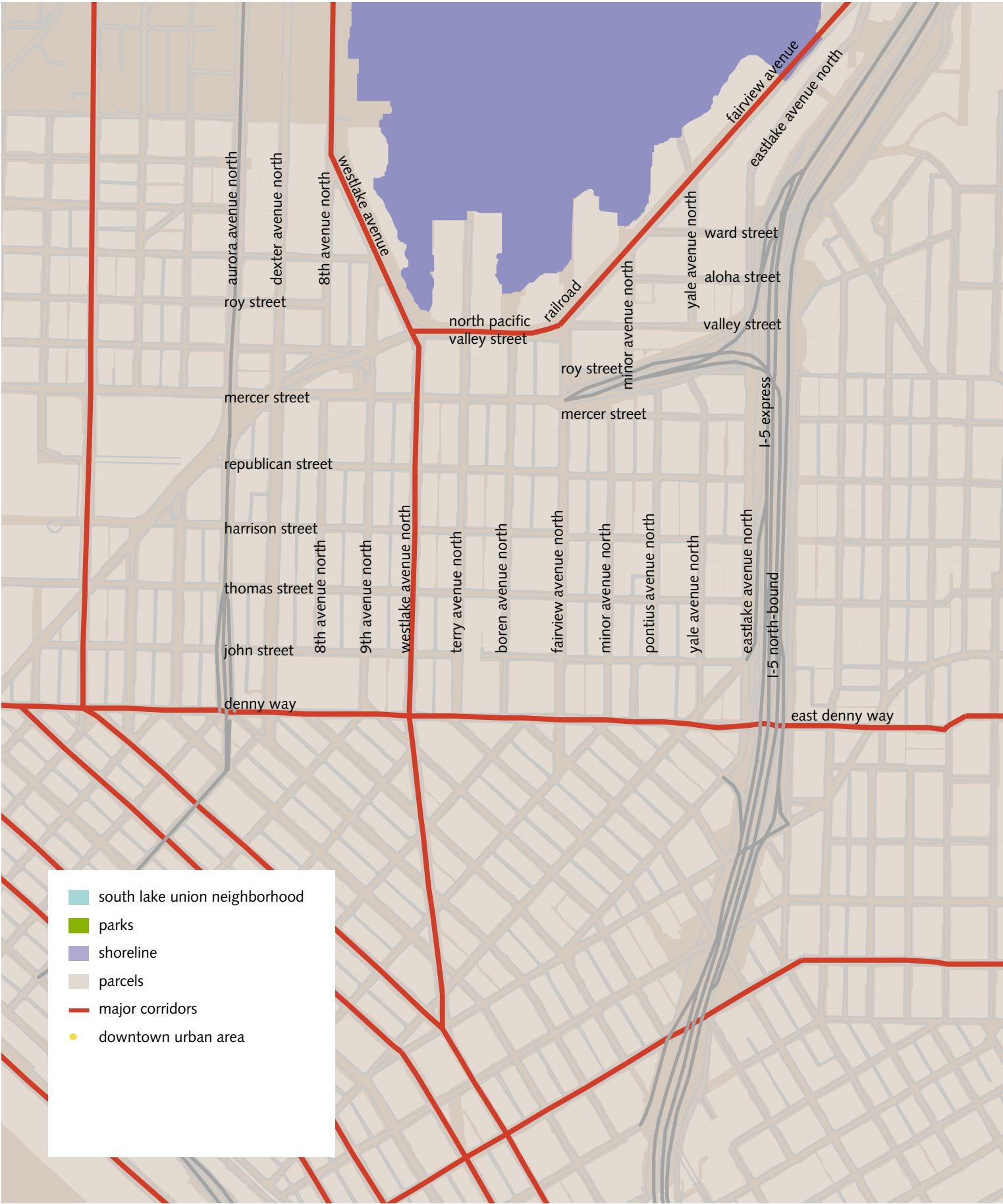
137



2.23 international district



91 waterfront



South Lake Union Neighborhood Notes

January 9, 2003

10:00-12:00 AM

Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

The true boundaries of South Lake Union neighborhood extend slightly north of our survey boundaries on the west side of the lake (we stopped our survey at Highland Drive).

We drove the perimeter first, taking pictures of entrances. Then we drove the interior streets in a grid pattern from east to west, documenting signage and taking notes on neighborhood character.

Summary

South Lake Union has the feel of an industrial zone that is, in some areas, becoming gentrified. In general, terrain is flat, and streets are laid out in a regular grid pattern (this breaks down somewhat near the waterfront). Industries here include manufacturing, automotive repair, auto sales, and salvage. On the east, upscale apartment buildings are moving in. Along the waterfront are marinas, restaurants, and yacht sales businesses. In the northeastern corner is a large complex of medical research facilities.

Landmarks include the big Pepsi sign on Aurora Ave. N., the former City Light and Power building (now Zymogenetics) on Eastlake [this building is actually just outside of the neighborhood], and REI's towering, glass-enclosed climbing wall on Eastlake between Thomas and John.

Observations

Perimeter and Entrances

Westlake and Dexter are major entrances from the north. Westlake in particular is a busy street, and has a pleasant view of the lake.

Mercer (a one-way street) seems to be the most important entrance from the west; Broad Street enters at close to the same point. Aloha, Republican, Harrison, Thomas, and John Streets are minor entrances. All of these pass into the neighborhood through stolid industrial buildings. The lake itself is not visible from any of these entrances (except Aloha).

The biggest southern entrances are Dexter, Westlake, and Fairview Ave. N. There are minor entrances at Terry and Boren.

This edge of South Lake Union features Denny Park and Denny Playfield, the Seattle Times complex of buildings, and Greyhound Maintenance Department.

Along Eastlake are four minor entrances: Stewart St., Thomas, Harrison, and Republican. The Mercer Street Interchange brings traffic from I-5 directly into the heart of the neighborhood.

In the northeast, Eastlake Ave. E. and Fairview Ave. N. lead into the neighborhood through the medical-research complex of Zymogenetics, the Fred Hutchinson Cancer Research Center, and the Cancer Care Alliance.

Interior streets

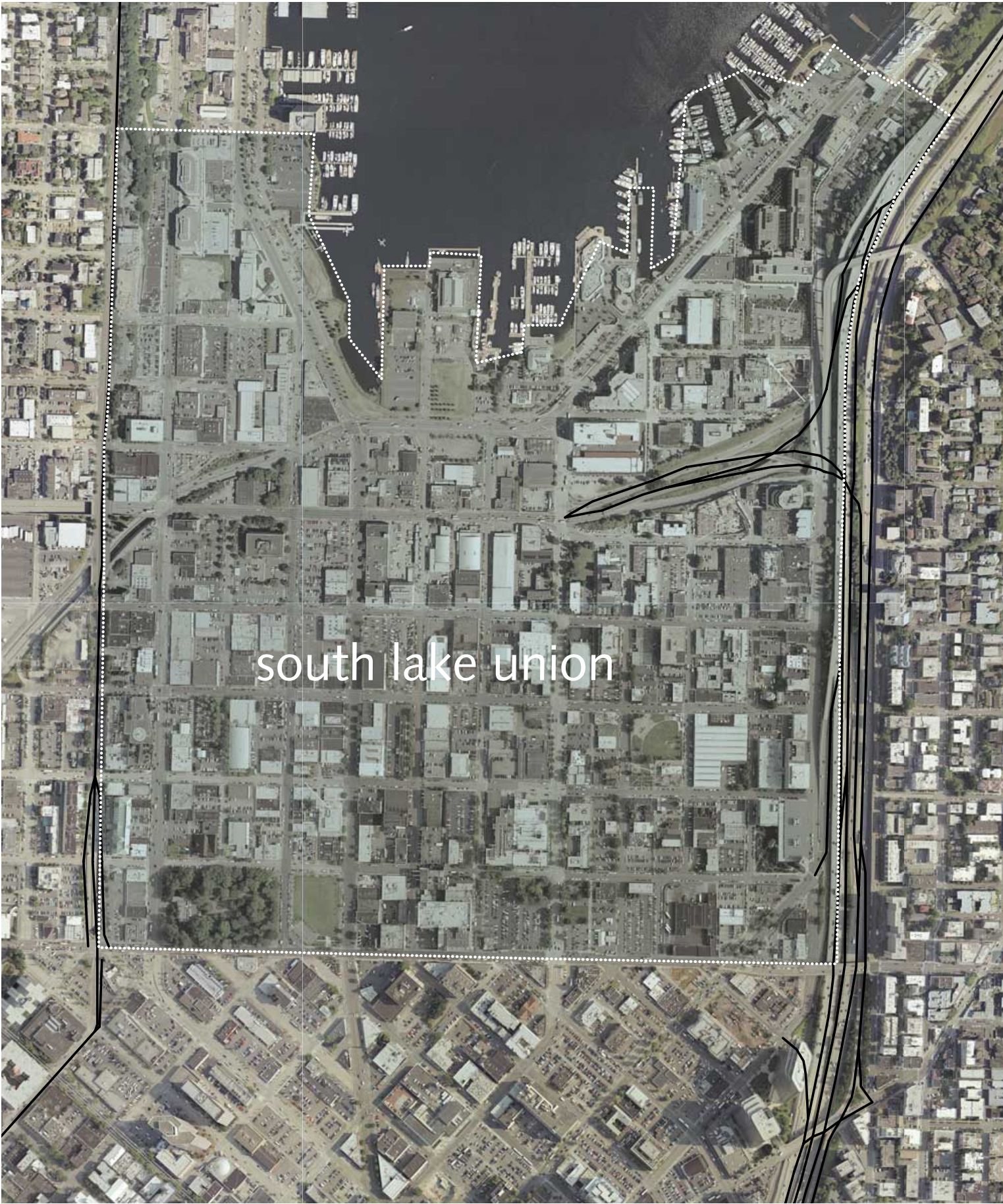
The South Lake Union neighborhood has several subsections, each with a fairly distinct architectural and cultural feel.

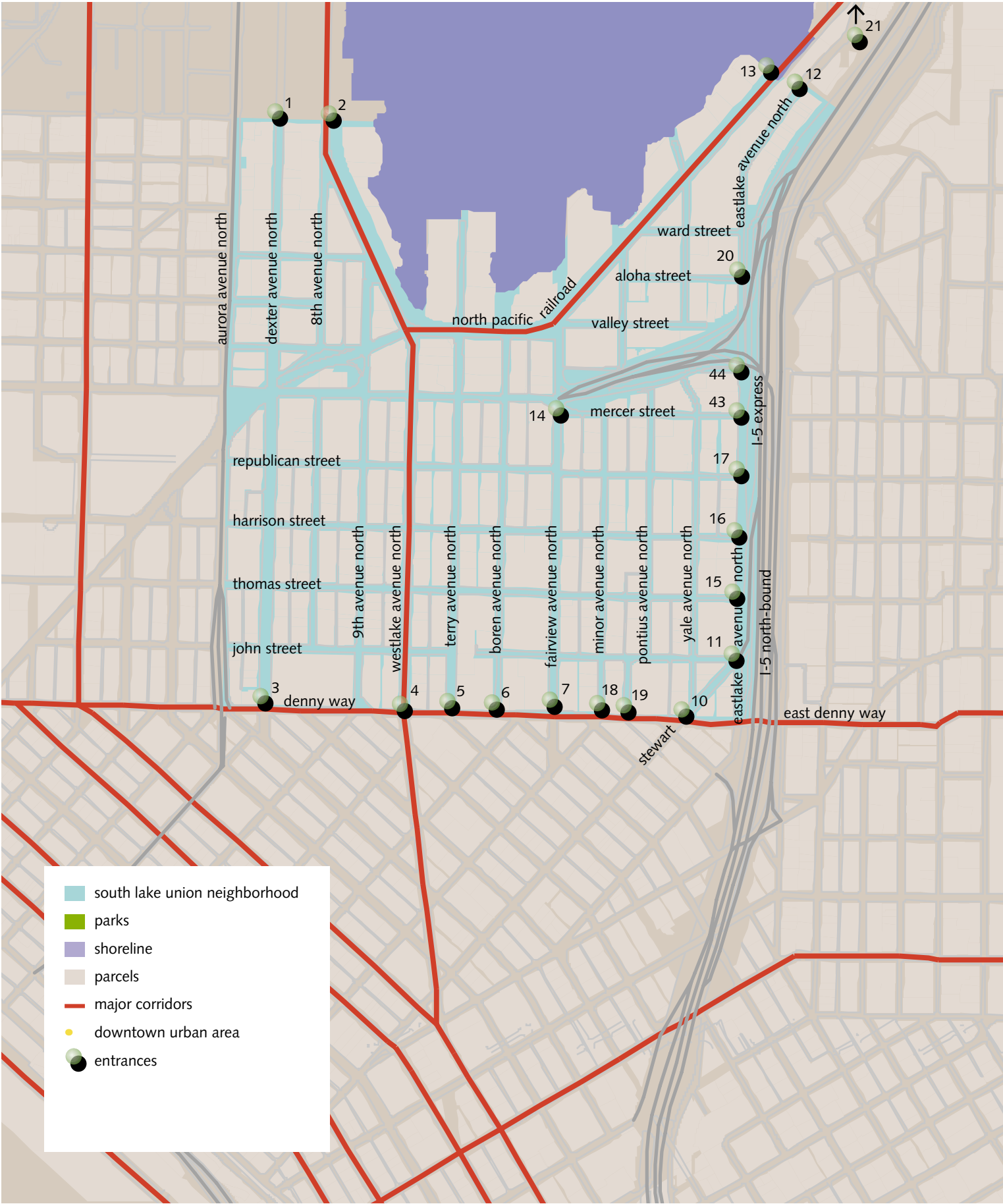
Along the waterfront, between Fairview Ave. N./Valley St./Westlake Ave. N. and Lake Union, are a series of marinas, pricey seafood restaurants, yacht sales businesses, and seaplane and boat tour operators. South Lake Union Park is a welcome green space, and contains the Marine Heritage Center.

In the northeast corner, from the border south to Mercer Street, the primary industry is medical research, with associated support businesses such as hotels.

The southeast corner (east of Westlake Ave N. and south of Mercer Street) appears to share some characteristics with bordering neighborhoods Capitol Hill and Denny Triangle. Many of the buildings appear to have started as warehouses and factories, but have been converted to studios and stores. Other buildings are new. There are newer apartment buildings, a couple of schools, a charming community garden (the Cascade Pea Patch), and REI. Minor and Fairview are “shop streets.”

West of Westlake the neighborhood retains a no-nonsense, industrial feel.





1 dextar/highland



2 westlake/highland



3 denny/dexter



4 denny/westlake



5 denny/terry



6 denny/boren



7 denny/fairview



10 denny/stewart



11 eastlake/stewart



12 eastlake/nelson



13 eastlake/fairview



14 mercer/fairview



15 eastlake/thomas



16 eastlake/harrison



17 eastlake/republican



20 eastlake/aloha



21 eastlake/fairview



18 denny/minor



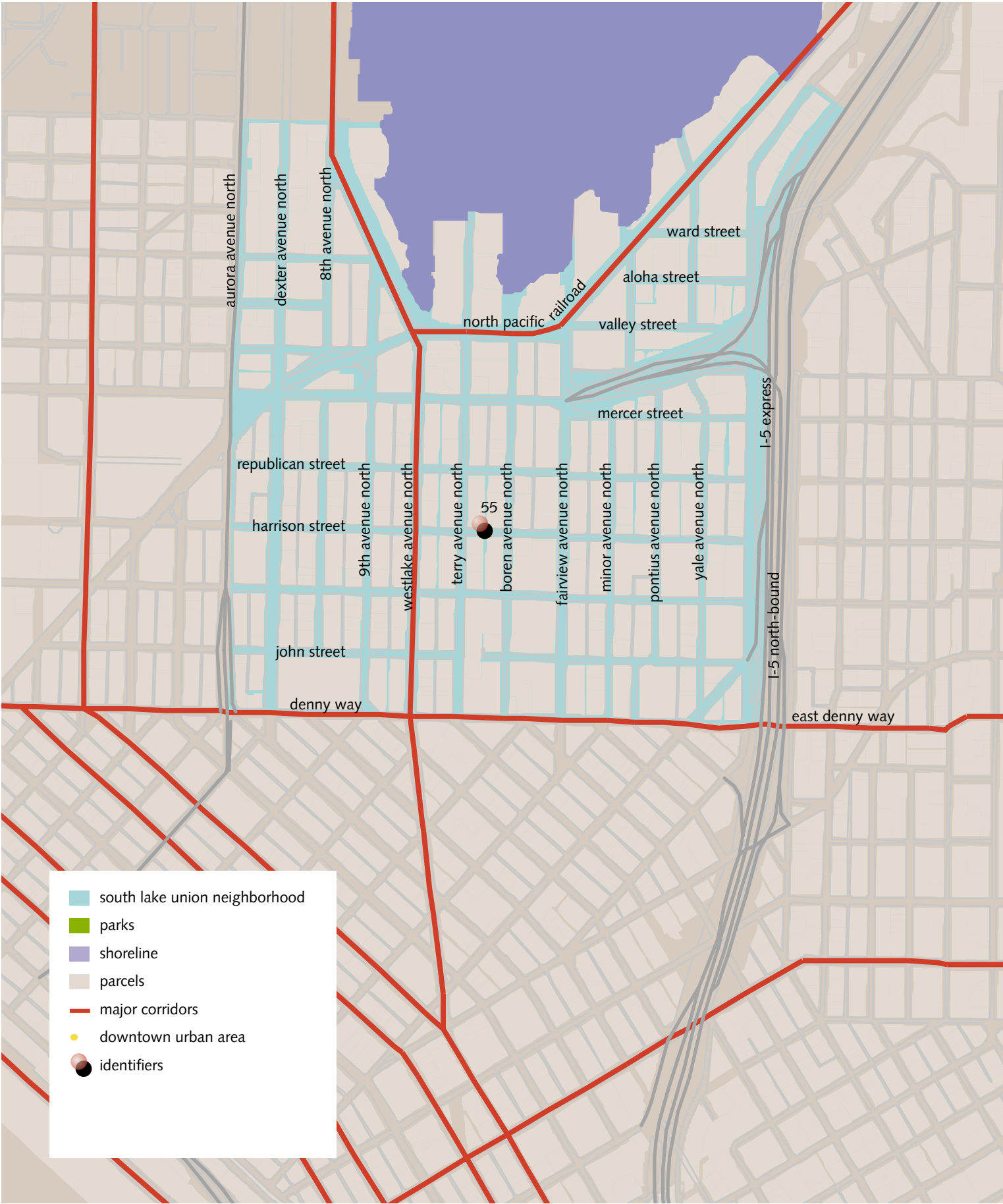
119 denny/pontius



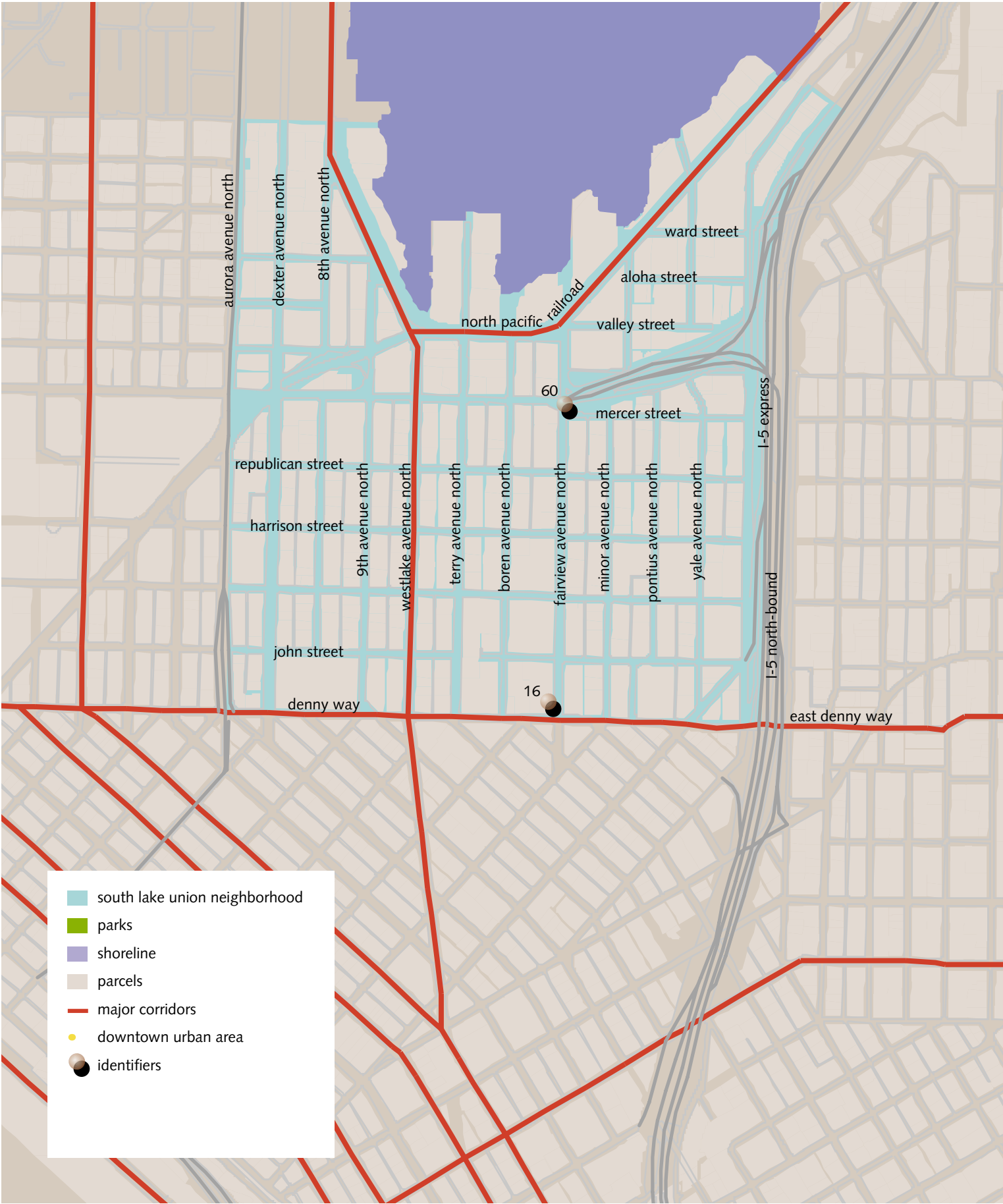
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44



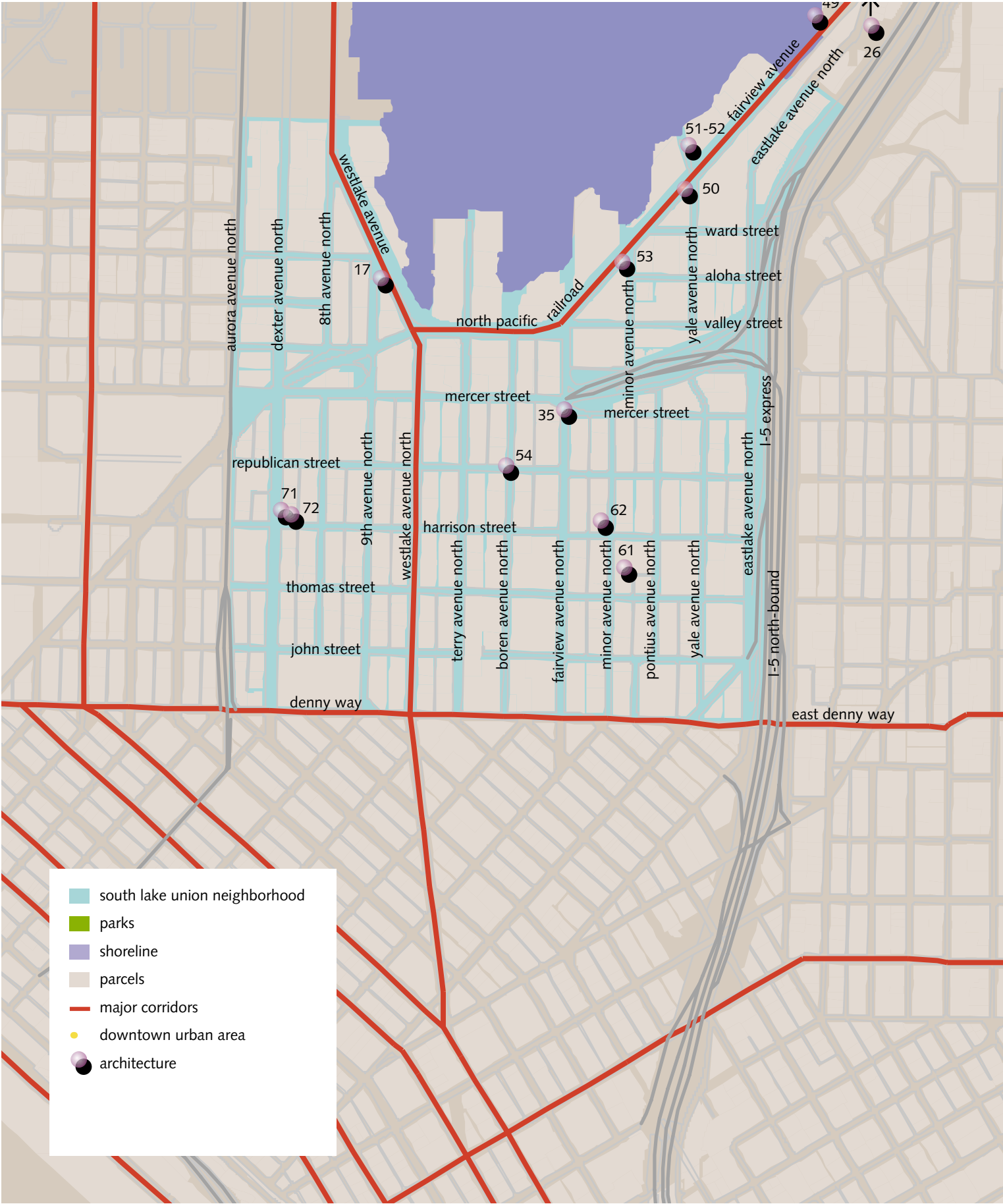
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51-52



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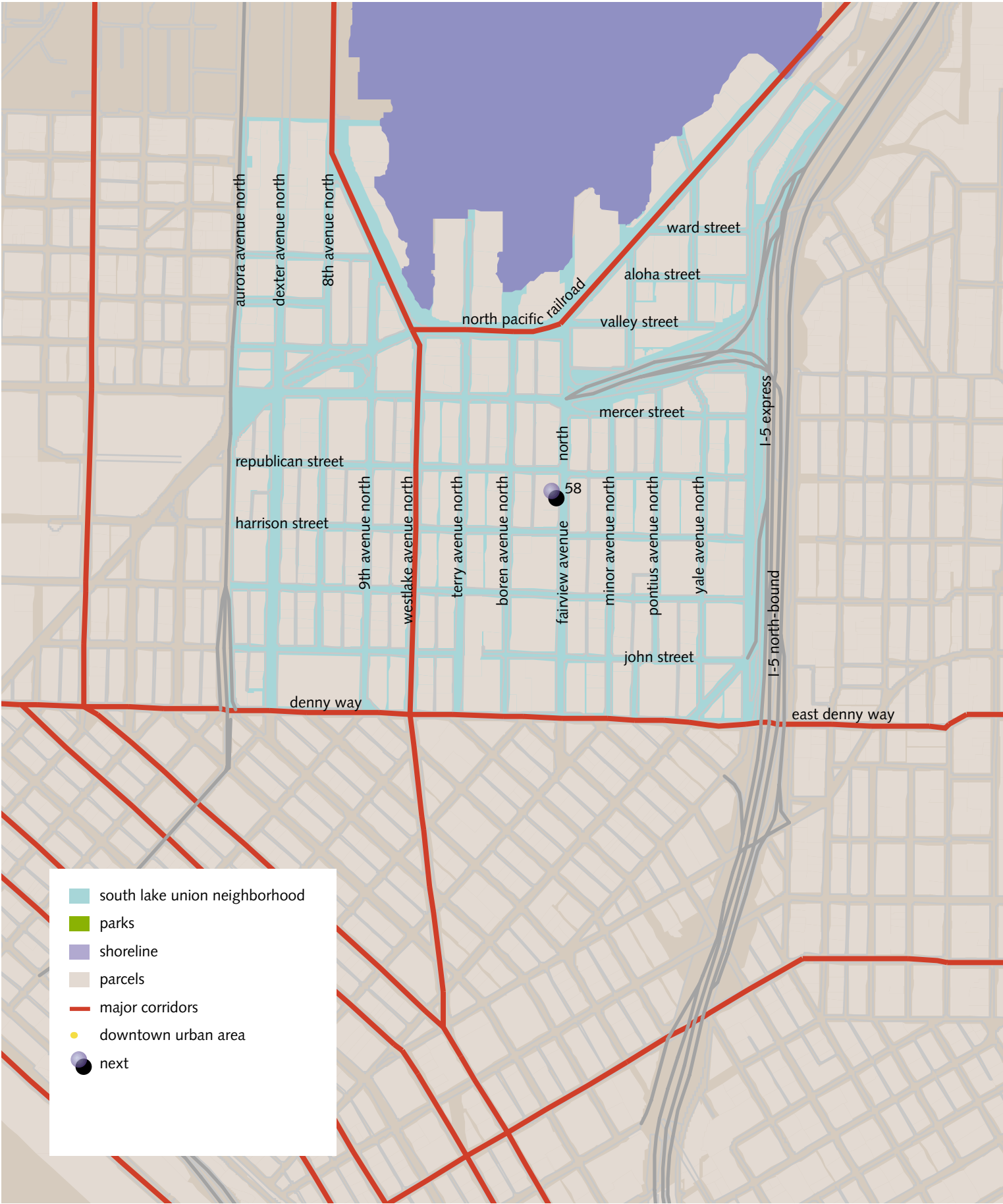
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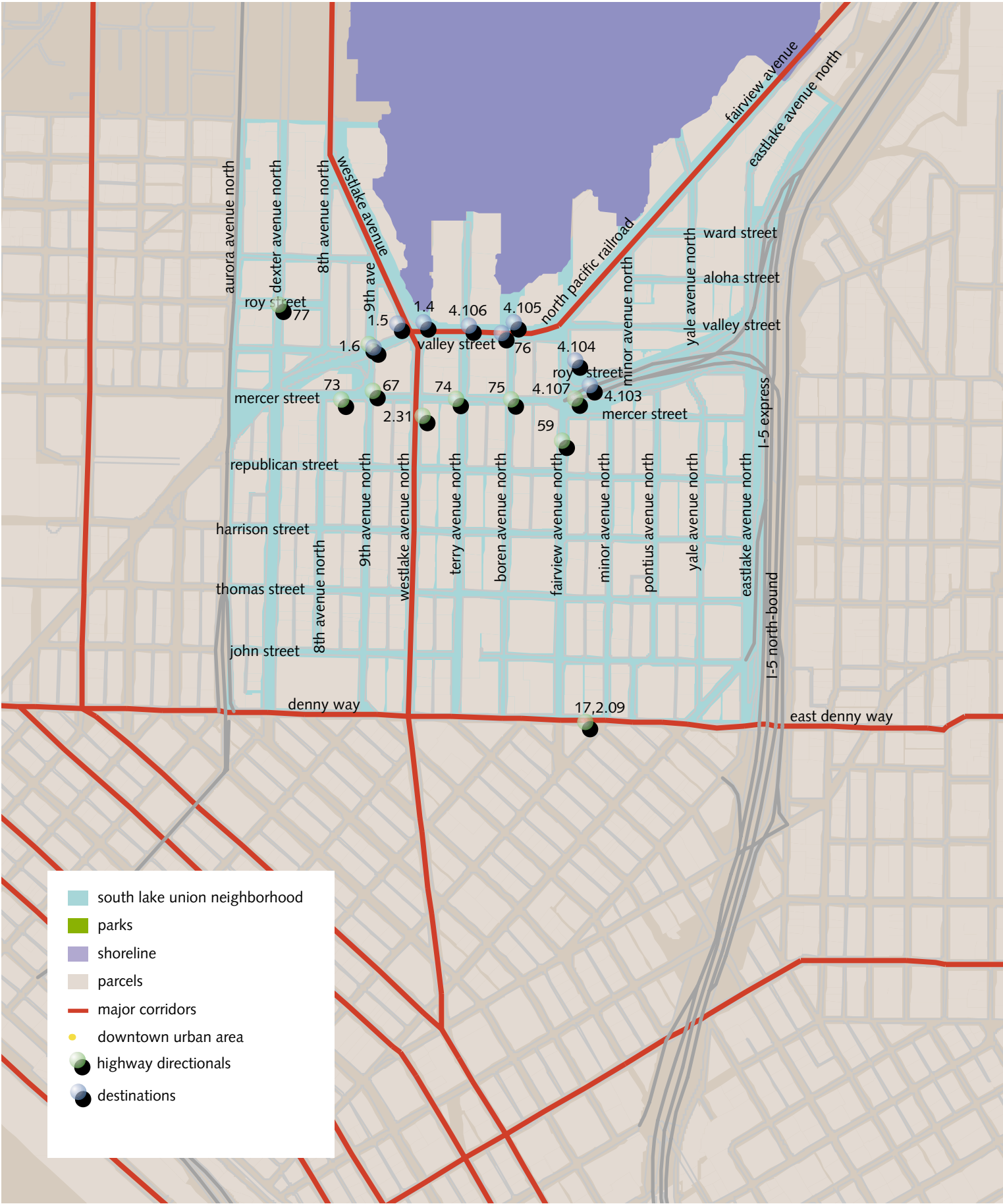
71



72



58 capital hill next



1.4



1.5



1.6



2.31



4.103



4.104



4.105



4.106



4.107



17



59



67



73



74



75



76



77



Uptown Neighborhood Notes

October 16, 2002

10:00 am to 4:00 pm

Katie Butowicz and Catherine McCoy

In the morning, we drove the perimeter to look at the neighborhood and organize the day. We were dropped off at the corner of Mercer and 5th and started with the blue photograph card. We headed to the corner of Aurora and Valley and began our research. At Aurora and Valley, we took one intersection photograph because there was a median in the road and the traffic was only effected in one direction. We walked down Valley towards the bay until the street ended, then walked down Roy to the intersection of Elliot and Mercer Place. We headed back up Mercer Place, had to change to the green photo card, then headed to the intersection of Aurora and Mercer. We then walked the two intersections, Republican and Aurora; and Mercer, Aurora, and Dexter. After walking the intersections and underpasses, we headed down Roy to the Intersection of Roy and Queen Anne and stopped to have lunch at Larry's Market.

After Lunch, we continued from the corner of Roy and Queen Ann and walked down Queen Ann, changed to the orange photo card between Republican and Harrison, then headed to the intersection of Queen Ann and Broad. We walled up Broad to 1st and headed back up 1st towards Mercer. At 1st and Thomas, we turned towards the Seattle Center and walked to 2nd Ave North. We headed down 2nd Ave North to the intersection of Broad and 2nd then walked Broad to Warren Ave North. We took Warren Ave North up to Thomas, then back to 1st Ave North, stopped to change to the purple photo card, and then headed to Mercer. At this point, we decided it would be a good time to walk the Seattle Center.

In the Seattle Center, we took photographs of a kiosk, a wayfinding post, a sign, a wayfinding sign, finger signs, and the ride area. We then headed to the intersection of Broad, 5th, and Denny and took many photographs. At this time, we headed towards the intersection of Denny and Broad and ran out of film. We ended our day at the intersection of Broad and Denny, only taking a photograph of the directional sign, Seattle Aquarium.

October 18, 2002

5:00 pm to 6:00 pm

Katie Butowicz and Susan Jurasz

On Friday, October 18, 2002, Susan and I drove the remaining corner. We started with a panorama of the intersection of Denny and Broad, then drove to the intersection of Elliot and Mercer Place so Susan could take a look. This intersection is an entry to Uptown and near entrances to the Waterfront and Belltown, but it does not have any signage. This may be a good potential location for signage.

At this intersection, we drove up West Mercer to 1st Ave. West. We then headed down 1st Ave. West to Western Ave., drove down Western to 2nd Ave. West, up 2nd back to West Mercer. We then drove down West Mercer to 3rd Ave. West. We took 3rd Ave. West to Elliot and went up 4th Ave. West to West Mercer. We then drove down West Mercer to 5th, and did not see any signage on 5th and headed home.

Summary

This was an interesting neighborhood to research. The neighborhood is called Uptown, but is also know as Queen Ann. The name Queen Ann is referenced by the street and business along Queen Ann, 1st Ave West, 2nd Ave West, 4th Ave West, Mercer, Roy and 1st Ave North. Uptown is also referenced, but not with the frequency as Queen Ann. This area seems to have an identity crisis.

Observations

Valley

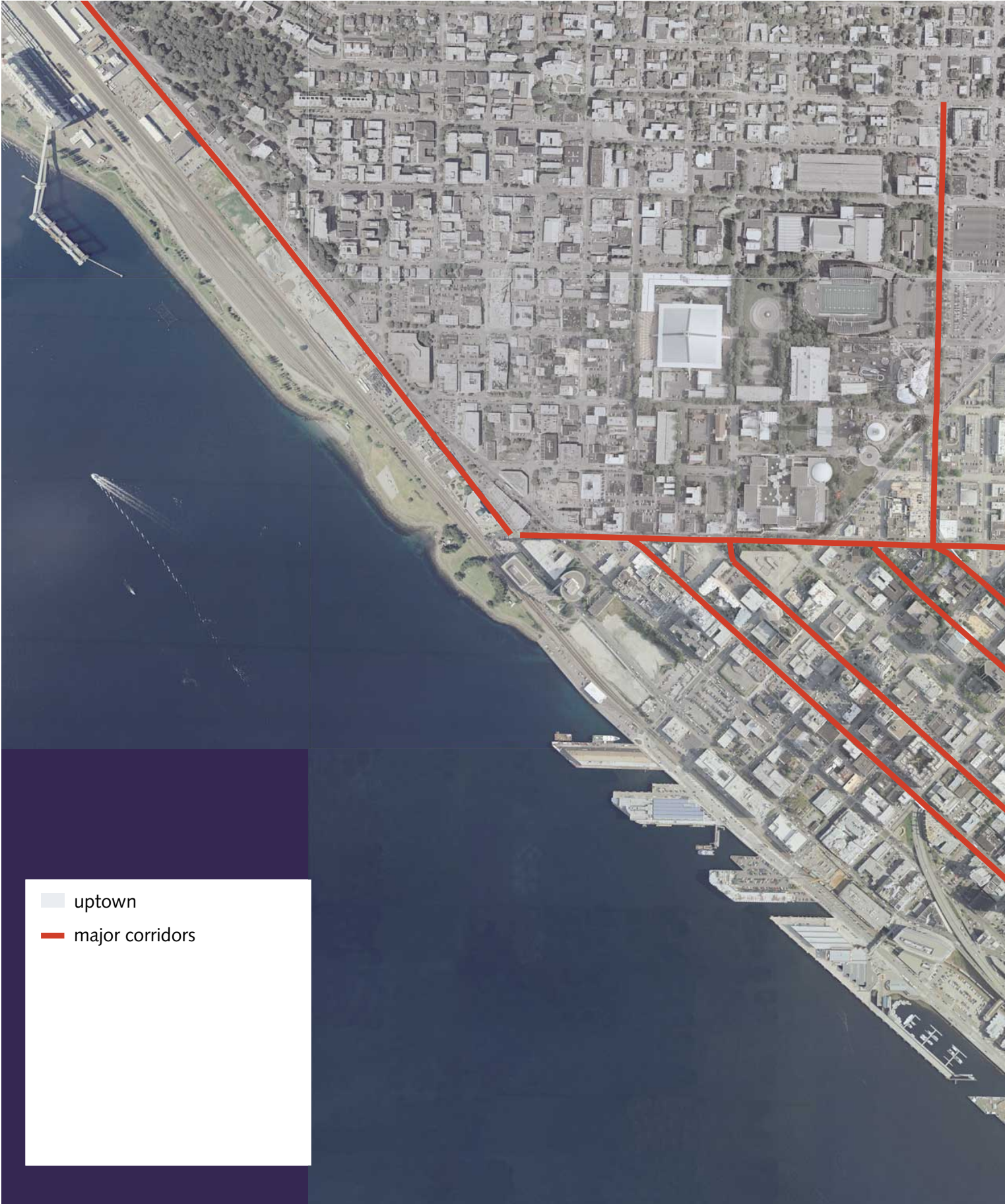
Our first intersection of Aurora and Valley had multiple directionals, but the street was divided by a median. The next intersection was Valley and 5th Ave North, where we took some photographs of directionals, Seattle Center Aquarium, and City Center. When Valley came to a dead end, we traversed down to Roy.

Roy

We traveled down Roy till the dead end at 4th Ave West. This area was mainly residential and filled with brownstone apartments. We turned around at the dead end, walked down to 4th Ave West to West Mercer.

Mercer

After walking from Roy, we went down to West Mercer, where



it ends and merges with Mercer Place. We walked down Mercer Place till it intersected with Elliot. This area did not have any directionals, but we felt it would be a great potential location. This is an entrance point to Uptown and near entrances for Belltown and the Waterfront. After taking photographs of the Elliot and Mercer Place intersection, we headed back up to West Mercer and walked all the way down to Aurora. Along Mercer, we began to see neighborhood identifiers. We saw signs for Queen Ann Square, Uptown Barber, the Tribeca in Uptown Queen Ann, Queensborough, and Market Place at Queen Ann. We also took photographs of streetscapes, including trees and brownstone buildings. There were a few directionals for North I-5 and South I-5, and North 99. We also took this opportunity to photograph a Seattle Center kiosk and a few Seattle Center Signs. We completed Mercer by intersecting with Aurora.

Aurora

Aurora was our perimeter street and included entrances to Uptown. We photographed a few directionals on Aurora, the Seattle Aquarium and a Pedestrian Underpass. The intersection of Aurora and Republican was simple, there was only one way off the divided highway. We took one photograph showing where vehicles exited. We then attempted the intersection between Mercer and Republican, which had an underpass and intersected with broad and mercer. This was a very confusing intersection and felt it was almost out of the Neighborhood. We then walked down to Aurora and Republican and took many photographs of the intersection. We then headed to Taylor and took photograph of two directionals, North 99w and South 99w, then headed to 4th Ave and took a streetscape photograph. We then walked back up to Roy and headed down towards the bay.

Roy

On Roy, the only photographs we took were of the McMenamins on Queen Ann Hill and the Mar Queen Hotel. This street was mostly residential and lacked directionals.

Queen Ann

This street was filled with multiple identifiers. There were multiple business with the name Queen Ann but few with Uptown. We took photographs of the Queen Ann Boutique, Queen Ann Cleaners, Uptown Movie Theater, Queen Ann Auto Body, Queen Ann Apartments, Queen Villa Apartments, Queen Ann Plaza, and Uptown China Restaurant. We took a picture of a brownstone and of a Yoga business that mentioned being on

Queen Ann. After walking down Queen Ann, with traffic, we ended at Denny.

Denny

At Denny, we took a fun picture of the PI Globe, and one I-5 directional. We also took a panorama of the 1st and Denny intersection. From here, we headed up 1st street.

1st Ave North from Denny to Thomas

At this section of 1st, we took one photograph of a restaurant, Siam Thai on Queen Ann. From here, we turned on Thomas.

Thomas and 2nd Ave North to Warren Ave North back to 1st Ave North.

This small section had one important intersection, Denny and 2nd Ave North. Here there were directionals for 99w and three for I-5. We also took photographs of the streetscape down John and of brownstones.

1st Ave North from Thomas to Mercer

After we finished the small corner, we headed back up 1st Ave North. On this street, we took a photograph of a bus station, an old fashioned phone booth, and a beautiful stained glass window. There were a few more business along 1st that bared the Queen Ann name, the Queen Ann Station and the Inn at Queen Ann.

Mercer to Warren and into the Seattle Center

After completing 1st Ave North, we headed back down Mercer, took a photograph of Helena's Cleaners and walked down Warren and into the Seattle Center. At the entrance of the Seattle Center, we took photographs of a wayfinding post. We walked down the sidewalk paralleling Mercer, and photographed a finger sign at the corner of the International Fountain and Bagley Wright Theater. We walked around the International Fountain and towards the Fun Forest Amusement Park and took a photograph of the rides. We continued to head towards Denny and then traveled north of the Space Needle towards 5th Ave North. We took photographs of wayfinding signs for the Experimental Music Project and a purple and green information sign. We then headed to the intersection of Broad, 5th and Thomas and took panoramas. This was a very interesting intersection, due to the fact that there was a lot of traffic coming to one point. This is a very important intersection with traffic heading to Seattle Center, Commercial Core, Waterfront, Belltown, and Uptown, but it has limited

signage. After this intersection, we headed to the intersection of Denny and Broad. We only took one photograph of a Seattle Aquarium directional, because we ran out of film. We finished the day at this intersection. We still had to complete the western corner of the neighborhood, 1st Ave West to 5th Ave West.

On October 18th, we started at the intersection of Denny and Broad. I took a panorama of the intersection then, we headed to the intersection of Elliot and Mercer Place. This stop was to show Sue the intersection and the lack of signage. This would be a good location to add signage for Uptown and neighboring areas.

1st Ave West

We drove up Mercer Place to 1st street. We headed down first street and photographed the Queen Ann Naturopathic Center, Uptown Queen Ann Apartments, a Yoga institute, a sign advertising apartments “Queen Ann Living with a Flair.”

2nd Ave West

On 2nd Ave West, we photographed the Queen Ann All-Star Fitness, the Uptown Barber, Uptown Creative Services, and the Uptown (an apartment building).

3rd Ave West

On 3rd Ave, there was less signage and the street was also shorter than 1st and 2nd. We photographed the Uptown Family Dentistry. This building did have signage on either side, so traffic from both directions would be able to identify it.

4th Ave West

The only place of business that referenced Queen Ann or Uptown was the Queen Ann Vision Clinic.

5th Ave West

This area lacked identifiers and directionals.



1.2 aurora/valley



1.5-1.6 valley/5th



1.7 elliot/mercer place looking Southeast



1.8-1.9 elliot/mercerplace looking Northwest



1.10-1.13 elliot/mercer place looking East



2.15 & 2.20 aurora/broad



2.19 aurora/roy



3.10-3.14 1st/denny



3.21-2.23 2nd/denny



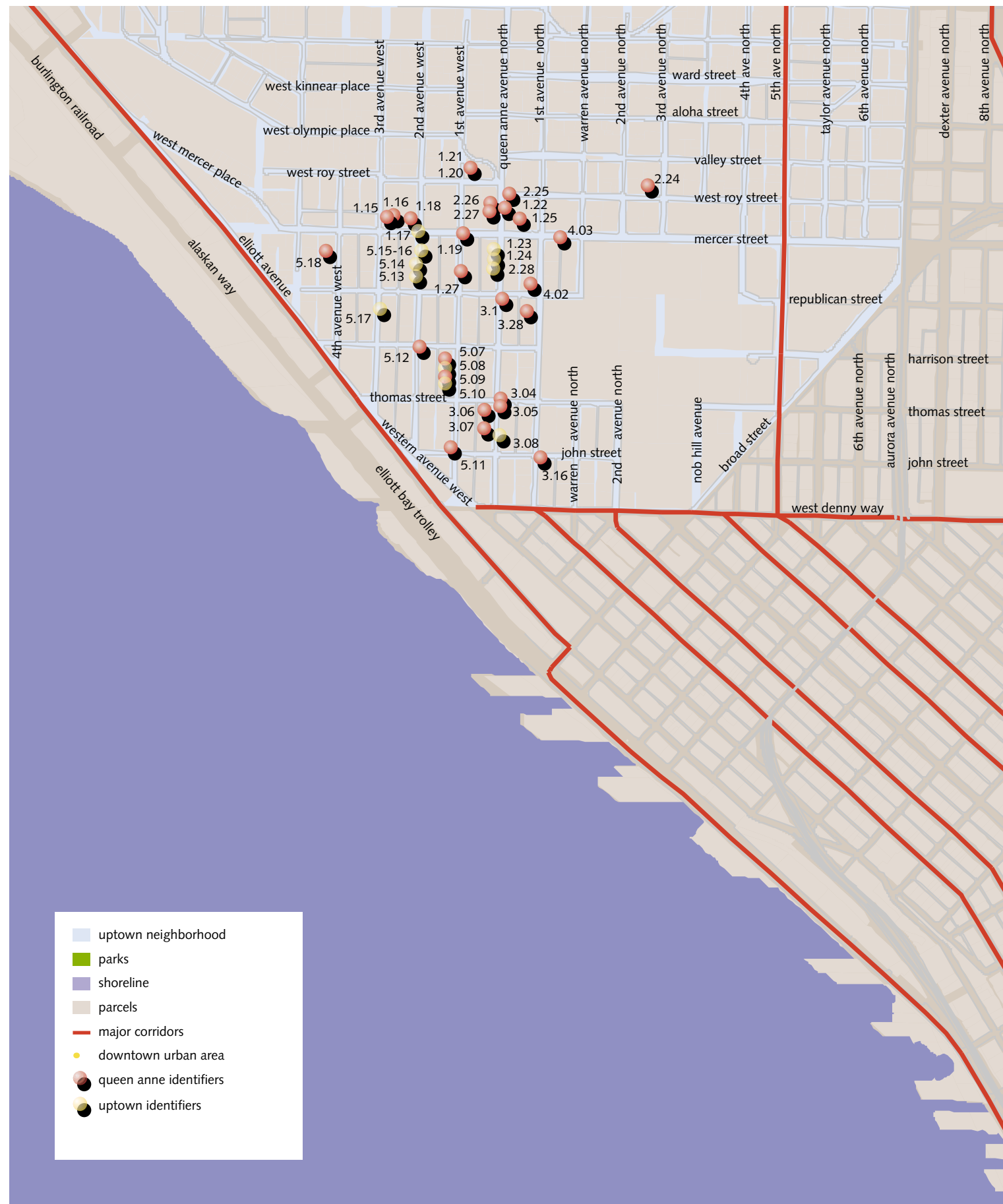
4.9-4.10 broad/5th looking NW



4.11-4.12 broad/5th looking SW



5.1-5.6 denny/broad



1.15 queen ann



1.16 queen ann



1.17 uptown



1.18 queen ann



1.19 queen ann



1.20 queen ann



1.21 queen ann



1.22 queen ann



1.23 uptown



1.24 uptown



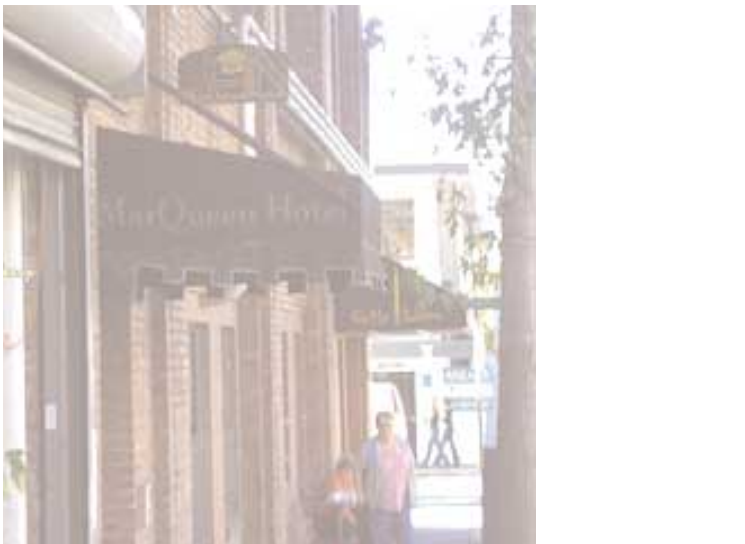
1.25 queen ann



1.27 queen ann



2.24 queen ann



2.25 queen ann



2.26 queen ann



2.27 queen ann



2.28 uptown



3.1 queen ann



3.4 queen ann



3.5 queen ann



3.6 queen ann



3.7 queen ann



3.8 uptown



3.16 queen ann



3.28 queen ann



4.2 queen ann



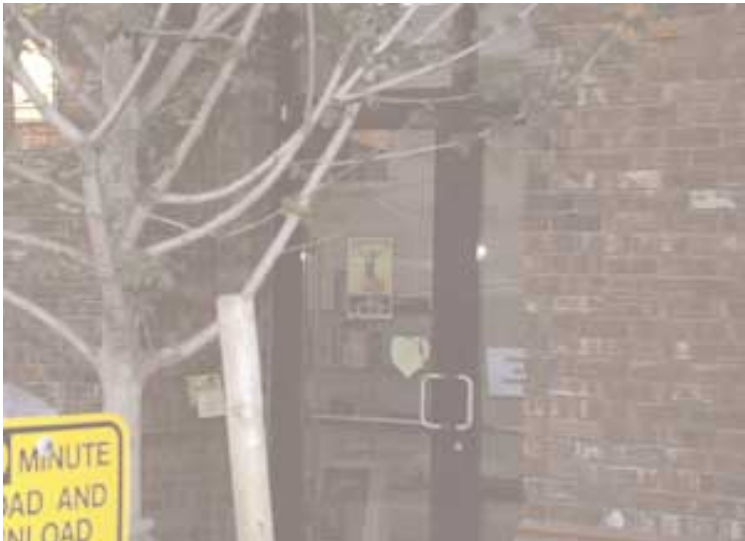
4.3 queen ann



5.7 queen ann



5.8 uptown



5.9 uptown



5.10 uptown



5.11 queen ann



5.12 queen ann



5.13 uptown



5.14 uptown



5.15 uptown



5.16 uptown



5.17 uptown



5.18 queen ann



2.1



2.3



1.14



1.26



2.4



2.5



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2.7



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2.9



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4.111



4.112



4.114



4.115



4.116



4.118



4.154



4.155



4.156



Waterfront Neighborhood Notes

September 20, 2002
1:30 pm to 4:00 pm

Susan Jurasz, Peter Reedijk

We entered waterfront from Broad Street and headed southeast down Alaskan Way. The Waterfront Neighborhood is defined by the edge of Elliott Bay and runs along Alaskan Way. We traveled down Alaskan Way to South King Street and returned north to Broad St.

Summary

Along the waterfront, there are marinas, the Seattle Aquarium, shops, restaurants, and a trolley line. Due to the trolley and the bay, the vehicle entrances are limited to the north and south ends of the neighborhood, with one vehicle entrance on Madison Street. The remaining eight entrances are for pedestrians. These cross the trolley lines with stairs, walkways, elevators, and bridges. This is the only neighborhood that had celebrated pedestrian entrances. The only way to enter the neighborhood on the southwest side was by boat.

Observations

The trolley lines, stations, and trolley maps were main identifiers for this neighborhood. There were only a few business that used the word “waterfront” in their names. Although, it is obvious that you are on the waterfront.

There is new thematic signage extending the length of the Waterfront retail area, This thematic signage consists of light poles decorated with boats, waves, and stars, kiosks with interpretive elements and maps, and vehicular directions (although hard to read from a car). There are marine life sculptures and compasses on top of the kiosk maps.



- belltown neighborhood
- parks
- parcels
- major corridors



1.13 belltown destinations



1.40 belltown next



2.76 commercial core/west edge



2.80 commercial core/west edge



2.74 commercial core/west edge



51



2.69 commercial core/west edge



2.51-52 commercial core/west edge



76-78 alaskan way/yesler



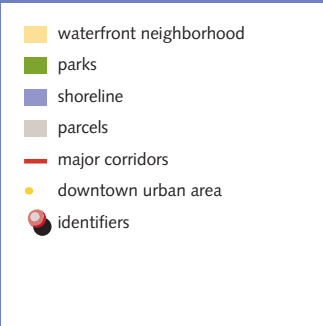
96-97



95



98



00



1



2



commercial core 2.51



commercial core 2.69



5



13



23



50



59



60



65



68



83



4



11 also under wayfinding (just to show family of sings)



12



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42



49



58



66



74



75



80



3



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3-33



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52-54



55-56



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100-101



102



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104-105



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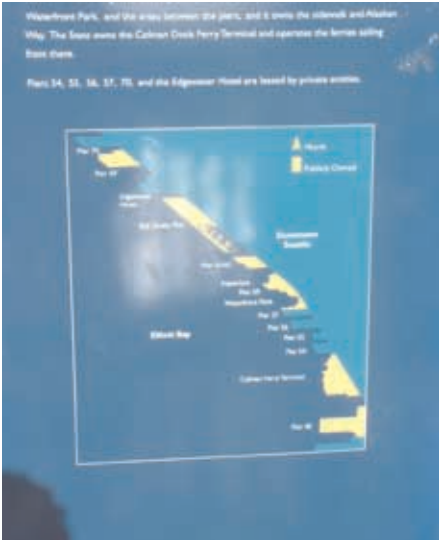
41



43



44



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46



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73



79



1.13 belltown



1.14 belltown



1.15 belltown



1.16 belltown



4.133



4.134



4.135



4.136



4.137



72



84



85



88



92



93



94



95



99



132



Phase I Kiosk Notes

October 15, 2002
9:00am – 3:00pm

Katie Butowicz

I headed down Broad Street and turned southeast on Alaskan Way, noticing posts decorated with boats, stars, waves, and creative kiosk displays for Pier 69. The first Phase One Kiosk I reached was PD-25. At each kiosk, I photographed the post from a distance to show the mounting structure. I then photographed one corner, showing two sides of the kiosk, and the opposite corner, showing the other two sides. Additional images were taken to document any vandalism or damage.

Throughout the day, I was able to find all of the kiosk except three. One kiosk was missing (PD-04), one was covered due to construction (PD-09), and I walked right by PD-24. On Friday, October 18, 2002, Susan Jurasz and I returned to PD-24 for documentation.

Overall, the kiosks were in fair and good condition. There was vandalism or evidence of past vandalism on nine kiosks. The vandalism was in two main forms, stickers were most common and tagging (spray paint) was second most common. Sign clutter was apparent in a few areas - kiosks surrounded by other signs and banners. Some of the kiosks were blocked by signs and one (PD-10) was damaged due to repetitive knocking by a newspaper box. There was a dirty film on a few of the panels, giving them a dull appearance. One kiosk (PD-01) was twisted and PD-26 had the ferry sign on the wrong side. PD-26 was also too close to the trolley railing and it did not appear to be wheelchair accessible.

The maps on each of the kiosks were very hard to read. Every map was missing a “you are here” indicator and all maps were identical. The Pier 69 kiosks were more visitor friendly and easier to read than the PD series.

Photo documentation

1. kiosk environment – first photograph documenting the mounting system and surrounding area.
2. corner view 1 – second photograph showing two sides of the kiosk
3. corner view 2 - third photograph showing the other two sides of the kiosk.
4. damage – photographs of damage on the kiosks.

Observations

PD-01	
Location:	Pine, north side, between 8th and 9th
Mount:	Two bulb lamp
Sides:	Downtown/Downtown
Damage:	Yes
Comments:	This sign was twisted. There was a small dent with rust. The city provided map shows the kiosk on the south side of the road, the sign was found on the north side.
PD-02	
Location:	Pine, north side, between 9th and Borden
Mount:	Two bulb lamp
Sides:	Downtown/Downtown
Damage:	Yes
Comments:	There was an attempt to remove tagging on the sign.
PD-03	
Location:	Pike, north side, between Borden and Hubbel
Mount:	Designated post
Sides:	Downtown/Downtown
Damage:	Yes
Comments:	There was tagging on two sides of the sign. This sign feels like it is outside of the commercial core area, and current vandalism suggest possible future concerns. This sign is located on the grass side of the sidewalk opposed to the street side, where the majority of the signs are located.
PD-04	Missing
PD-05	
Location:	Pike, south side, 9th and uphill from parking entrance at the convention center
Mount:	Three bulb lamp
Sides:	Downtown/Downtown
Damage:	No
Comments:	There are few oportunities for use at this site.
PD-06	
Location:	Pine, north side, between 7th and 6th
Mount:	Two bulb lamp
Sides:	Downtown/Downtown
Damage:	No
Comments:	No comments

draft 3				seattle wayfinding system		04.17.2003	
100% ready				phase I kiosks			
PD-07		PD-13		PD-19		PD-24	
Location:	Pine, south side, between 6th and 5th	Location:	Pike, south side, between 3rd and 4th	Location:	Pike, north side, next to bus shelter, by Seattle's Best Coffee	Location:	1st, west side, corner of Marion and 1st
Mount:	Two bulb lamp	Mount:	Three bulb lamp	Mount:	Two bulb lamp	Mount:	Designated post
Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/South Downtown
Damage:	No	Damage:	No	Damage:	No	Damage:	No
Comments:	Located by Starbucks	Comments:	Next to buss station. This area was very busy, but no one looked at the sign.	Comments:	Possible site for further research. In a past forty-five minute observation, two people stopped to reference the northwest panel.	Comments:	Only kiosk with a South Downtown panel.
PD-08		PD-14		PD-20		PD-25	
Location:	Pine, north side, between 4th and 5th	Location:	Union, north side, between 7th and underpass	Location:	1st, west side, between Pike and Union	Location:	Alaskan Way, east side, between Wall and Vine, closer to Wall
Mount:	Two bulb lamp	Mount:	Lamp	Mount:	3 bulb lamp	Mount:	Designated post
Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/Waterfront
Damage:	Yes	Damage:	Yes	Damage:	Yes	Damage:	No
Comments:	There was a sticker on one side. This kiosk was located next to a crosswalk – good idea.	Comments:	There are few oportunities for use at this site. There was a rust on the porcelain panel.	Comments:	There was a sticker on one side.	Comments:	The kiosk is less noticeable than the Bell St. Pier signs along Alaskan Way.
PD-09		PD-15		PD-21		PD-26	
This sign was covered due to construction.		Location:	Union, north side, between 6th and 5th.	Location:	1st, east side, between University and Union	Location:	Alaskan Way, east side, between Bell and Blanchard, near the corner of Bell
Location:	Pine, south side, between 3rd and 4th	Mount:	Lamp	Mount:	Museum light	Mount:	Designated post
PD-10		Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/Waterfront
Location:	Pike, north side, between 6th and 7th	Damage:	No	Damage:	Yes	Damage:	No
Mount:	Three bulb lamp	Comments:	An area of sign clutter. The kiosk is surrounded signs and banners. The northeast side was blocked by a City Center parking sandwich board.	Comments:	This kiosk is mounted on a museum light. There was a sticker on one side.	Comments:	This kiosk is too close to the trolly railing. The map was parallel to the sidewalk and the ferry sign was on the wrong side.
Sides:	Downtown/Downtown	PD-16		PD-22		PD-27	
Damage:	No	Location:	Pine, north side, between 2nd and 3rd	Location:	1st, west side, at the intersection of 1st and Seneca	Location:	Alaskan Way, east side, in the middle of the path to the stairs going up to the market.
Comments:	Banners are hanging from the post and two newspaper boxs are located in-front of the sign. The sign's condition suggests repeative banging by one of the boxes, causing a gash in the porcelain panel (rust is visible).	Mount:	Two bulb lamp	Mount:	Three bulb lamp	Mount:	Designated post
PD-11		Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/Waterfront
Location:	Pike, south side, between 5th and 6th	Damage:	Yes	Damage:	Yes, there was not a photo taken. Only sticker residue was visible.	Damage:	No
Mount:	Three bulb lamp	Comments:	There was a sticker on one side.	Comments:	This kiosk was on a light post that also housed a traffic light, a one way sign, and pedestrian crossing lights.	Comments:	Good location. Two people stoped to reference the sign, only glancing at the Downtown side (they were facing east), then continued towards the market.
Sides:	Downtown/Downtown	PD-17		PD-23		PD-28	
Damage:	No	Location:	1st, east side, between Stewart and Virginia	Location:	1st, east side, just after Seneca and before Spring	Location:	Western, west side, at the intersection of Western and Marion
Comments:	A banner is attached to the light post	Mount:	Designated post	Mount:	Lamp	Mount:	Designated post
PD-12		Sides:	Downtown/Downtown	Sides:	Downtown/Downtown	Sides:	Downtown/Waterfront
Location:	Pike, north side, between 4th and 5th	Damage:	No	Damage:	Yes	Damage:	Yes
Mount:	Three bulb lamp	Comments:	There was a sign on top of the kiosk	Comments:	There was a sticker on one side.	Comments:	Two stickers on two sides. This location had an unsafe street crossing. The sign is parallel to the sidewalk.
Sides:	Downtown/Downtown	PD-18					
Damage:	No	Location:	Pine, south side, between 1st and 2nd				
Comments:	No comments	Mount:	Two bulb lamp				
		Sides:	Downtown/Downtown				
		Damage:	No				
		Comments:	This sign was slightly hidden by trees.				



PD-01(2.23)



PD-01 (2.24)



PD-01 (2.25)



PD-01 (2.26)



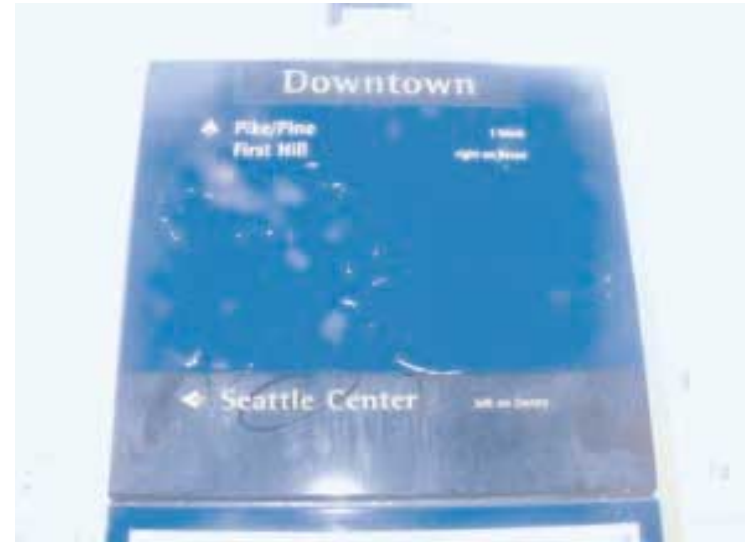
PD-02 (2.18)



PD-02 (2.19)



PD-02 (2.20)



PD-02 (2.22)



PD-03 (2.13)



PD-03 (2.14)



PD-03 (2.15)



PD-03 (2.16)



PD-03 (2.17)



PD-05 (2.10)



PD-05 (2.11)



PD-05 (2.12)



PD-06 (2.27)



PD-06 (2.28)



PD-26 (2.29)



PD-07 (2.30)



PD-07 (2.31)



PD-07 (3.01)



PD-08 (3.02)



PD-08 (3.03)



PD-08 (3.04)



PD-08 (3.05)



PD-10 (1.29)



PD-10 (1.30)



PD-10 (2.01)



PD-10 (2.02)



PD-11 (1.26)



PD-11 (1.27)



PD-11 (1.28)



PD-12 (1.23)



PD-12 (1.24)



PD-12 (1.25)



PD-13 (1.20)



PD-13 (1.21)



PD-13 (1.22)



PD-14 (2.06)



PD-14 (2.07)



PD-14 (2.08)



PD-14 (2.09)



PD-15 (2.03)



PD-15 (2.04)



PD-15 (2.05)



PD-16 (3.06)



PD-16 (3.07)



PD-16 (3.08)



PD-16 (3.09)



PD-17 (5.01)



PD-17 (5.02)



PD-17 (5.03)



PD-18 (3.10)



PD-18 (3.11)



PD-18 (3.12)



PD-19 (1.17)



PD-19 (1.18)



PD-19 (1.19)



PD-20 (3.13)



PD-20 (3.14)



PD-20 (3.15)



PD-20 (3.16)



PD-21 (3.17)



PD-21 (3.18)



PD-21 (3.19)



PD-21 (3.20)



PD-22 (3.21)



PD-22 (3.22)



PD-22 (3.23)



PD-23 (3.24)



PD-23 (3.25)



PD-23 (3.26)



PD-23 (3.27)



PD-24 (5.04)



PD-24 (5.05)



PD-24 (5.06)



PD-25 (1.04)



PD-25 (1.05)



PD-25 (1.06)



PD-26 (1.11)



PD-26 (1.12)



PD-26 (1.13)



PD-27 (1.14)



PD-27 (1.15)



PD-27 (1.16)



PD-28 (3.29)



PD-28 (4.01)



PD-28 (4.02)



PD-28 (4.03)